

# **Guide To Implementing**

## **The WHALE™ Program** **“We Have A Little Emergency”**



**A CHILD SAFETY SEAT  
OCCUPANT IDENTIFICATION  
PROGRAM**





# What is WHALE™?

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WHALE™ is a child identification program that attaches emergency information to a child safety seat, giving emergency personnel vital information in the event the driver of the vehicle is incapacitated. It includes two components: 1) the “Guide to Implementing the WHALE™ Program,” and 2) the WHALE™ kit. Each WHALE™ kit includes:

- **An Identification Card** – containing a space for a photograph of the child, and important information about the child in the safety seat, such as the child’s name, date of birth, pertinent medical information, and whom to contact in an emergency.
- **Plastic Identification Card Holder** – a plastic sleeve, which has adhesive backing. This holder is attached to the child safety seat, and contains the Identification Card.
- **Two WHALE™ Stickers** – featuring the WHALE™ logo, to be attached to each side of the child safety seat.
- **Two WHALE™ Stickers** – featuring the WHALE™ logo, to be attached to the lower rear corner of the vehicle’s windows.

The “Guide to Implementing the WHALE™ Program” is available through the National Highway Traffic Safety Administration. It contains an instruction manual, sample kit, and master copies of artwork on CD-ROM. Orders can be faxed to (301) 386-2194. They are free of charge, and available in limited quantities.

The kits do not include the photographs. Most WHALE™ programs have used some form of automatic photograph system to affix the child’s photo to the identification card, such as Polaroid’s I-Zone. These are available through most retailers that supply photographic equipment.

In this Guide, you will find information that will get your local WHALE™ program up and running!





# Acknowledgments

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The Department of Volunteer Administration and Auxiliary Services gratefully acknowledge the hard work of its WHALE™ Task Force and the originator, Connie Day from Virginia, in the development of the WHALE™ at a national level. Without the following participating in contributing materials, editing copy and developing new ideas, the expansion of this project would not have been possible. Thank you,

Karen J. Stay, CAVS  
Swedish Medical Center, Seattle, WA

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Program Coordinator  
Swedish Medical Center/First Hill  
Seattle, WA

**Catherine Barnard**

Chairman  
HANYS-Committee on Auxiliaries  
Geneva, NY

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Virginia Association of Healthcare Auxiliaries  
Lynchburg, VA

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WHALE™ Originator  
Richmond, VA

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Swedish Medical Center  
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# Introduction

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In 2001, 63,000 children age four and under were injured in automobile crashes. These crashes happen when children ride with parents, as well as with others, such as grandparents, neighbors and babysitters. If the adult in the vehicle is seriously injured and unable to talk, emergency personnel have no easy way of identifying the child or his/her special needs – vital information that can help rescue efforts go more smoothly. Sometimes, just knowing the child's name can help rescue workers comfort a frightened child, while knowing who to contact in an emergency allows them to notify parents or the next closest relative right away. That's when WHALE™ – “We Have A Little Emergency” – can make a difference.

WHALE™ is an identification program that started in the early 1990s by a child caregiver on the East Coast, Connie Day from Richmond, Virginia, who wondered what would happen to the children in her care in the event of a car crash. Who would identify them? How would their parents be notified? How would medical personnel know the child's medical needs? To address these concerns, she developed the WHALE™ Program. The program is now recognized and used by emergency personnel in 34 states.

All emergency service and law enforcement personnel should be informed about WHALE™, even if the program has not yet been introduced in their jurisdiction, since they may be called in on a rescue outside their jurisdiction. All medical personnel in local areas also need to be familiar with WHALE™ and its benefits.

In order to ensure this program is a success, sponsoring organizations such as Medical Center Auxiliaries or Volunteer Departments need to help implement the program at a local level.

In this manual, you will find all of the information to get your local WHALE™ program up and running!







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# Planning a Successful WHALE™ Program

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## STEP 1 – ADMINISTRATION APPROVAL

Check with your Administration to make certain they approve and support the WHALE™ Program for your organization. After gaining approval, you are ready to take the following steps:

## STEP 2 – COMMITTEE INVOLVEMENT

- a. Appoint a volunteer to serve as the local WHALE™ committee chairperson. It is recommended to recruit a steering committee.
- b. Committee composition may include representation selected from the following:

A representative from each emergency agency in your area:

- Fire Department
- Law Enforcement Department (police, sheriff, state patrol)
- Ambulance and/or Rescue Units
- Office of Emergency Services

Depending on your area, you may want representation to include:

- Local service clubs (e.g. General Federation of Women's Clubs)
- Department of Human Resources
- Chamber of Commerce
- Other local officials
- Day Care facility employees
- A Child Life Specialist
- A nationally certified Child Passenger Safety Technician

## STEP 3 – COMMITTEE MEETING GOALS

- Schedule an initial meeting with the newly-formed and enthusiastic committee. At the first meeting:
  - Set Objectives, asking: Who, Where, Why, How?
  - Identify the scope of the program
  - Determine the time line
  - Develop the budget and look at funding sources if needed
  - Get the commitment

- Secure a kick-off date and/or event for the program:
  - Think about planning a kick-off event such as setting up on a visible parking lot with signs, a huge stuffed Whale, posters and WHALE™ kits.
  - Have local emergency personnel on hand.
  - Work with your organization's media relations department for live coverage.
- Determine how many WHALE™ kits are needed to start. Plan to print enough kits for a 12-month period. **Note:** How many kits you may need can be determined by finding out how many babies are born at your medical facility each month and multiplying that by six, allowing for extras to compensate for the initial start up need which includes siblings and older children.
- Develop a local marketing plan. Give Public Relations/Marketing the pertinent information to complete the news release for local media. It is very important to “get the word out.” Don't be surprised if it snowballs.
- Local emergency agencies on the Steering Committee need to ensure that all agencies know that the program is in place. This can be done on a one to one basis or with a letter. A sample kit should be included in either case. It is vitally important that law enforcement and emergency services know about WHALE™ so they will look for it and use it in the event of a motor vehicle crash.
- Develop a plan for ongoing kit distribution. The Chamber of Commerce, day care facilities, hospital birthing areas, volunteer and emergency departments, and pediatricians' offices should have kits to distribute. It may be advantageous to partner with local civic/youth organizations; i.e. General Federation of Women's Clubs, Lions, Kiwanis, Rotary, YMCA/ YWCA, Girl Scouts, Boy Scouts, Women's Club. Children's stores or department stores selling child safety seats also are a good resource for distribution. There are nationally certified Child Passenger Safety Technicians who conduct car seat checks on a regular basis. These checks would provide a great opportunity to implement WHALE™.
- After the kits are printed, additional items should be added. Plastic sleeves and equipment for taking photos must be acquired. If necessary, the steering committee chairperson should recruit 5-7 volunteers to assemble all necessary materials.
- The Steering Committee is ready to implement the program!

### STEP 4 – IMPLEMENTATION AND DISTRIBUTION

Everyone is informed, kits are assembled, Marketing/Public Relations has spread the word and educated the public. Great job so far!

Again, a reminder, that the help of a few volunteers needs to be enlisted to distribute the kits.

**Think:** Where is the best place to distribute kits...somewhere that **parents** and **caregivers** are most likely to pick them up? As mentioned above, include important places such as: medical center birth centers and prenatal classes, volunteer and emergency departments, pediatrician, OB/GYN, and family practice offices, Chamber of Commerce, places of worship, PTA and preschool meetings and human resource departments, nationally certified Child Passenger Safety Technicians.

### STEP 5 – MAINTAINING THE PROGRAM AND CONTINUED EVALUATION

With any ongoing program, education and awareness for the public on a continuing basis are vital.

- Ask your local media to allow this program ample Public Service Announcement time. They usually are more than happy to help and have PSA time available.
- Monitor the kit distribution, making certain that your organization and all outlets you have chosen keep an adequate supply of kits.
- The WHALE™ Chairperson regularly updates the medical facility or sponsoring organization on the status of the program. The Chairperson also should advise any regional or state organizations involved with the WHALE™ project.

# WHALE™ Fact Sheet Template



*If you decide to implement the WHALE™ Program, this pertinent information will help you promote it within your community. Shaded areas indicate where you can change or add specific information from your state or medical facility.*

## STATE LAW REQUIRES:

*(Following is a sample only. Change to reflect specific state laws.)*

- All children up to age 8 or 4 foot, 9 inches tall must be in a restraint device when in a passenger vehicle.
- Up to age 4, children must be in a child safety seat.
- Children between 18 months and age 5 in the rear seat must be in a child safety seat or booster seat.

Despite this, thousands of infants and small children are injured in automobile crashes each year.

In 2001, [redacted] children age four and under were involved in automobile crashes in [redacted]. [redacted] of those children died.

Today, many children do not ride in automobiles with just their parents or guardians. They may travel with grandparents, babysitters, and other caregivers. In the event of a crash that incapacitates adult passengers, emergency service personnel have no source of information to identify these young children, their next of kin, or their special medical needs. In some cases, just knowing the name of a young victim can help make rescue efforts and treatment go more smoothly and quickly.

Connie Day, a caregiver from Richmond, Virginia, often wondered what would happen to the children in her care following an automobile crash. Who would identify them? How would their parents be notified? How would rescuers know if they had special medical conditions? To address these concerns, she developed the WHALE™ Program.

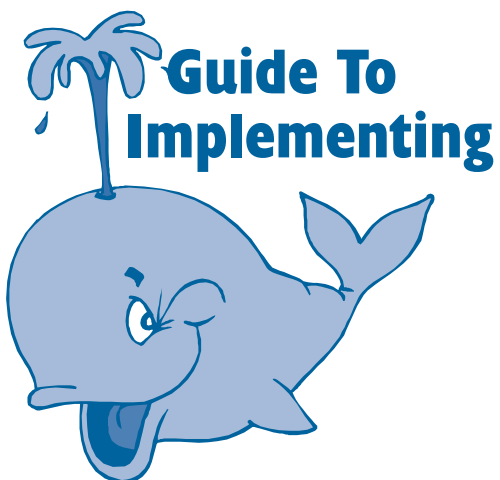
The WHALE™ Program successfully has been implemented in 34 states as of October 2001.

In [redacted], the [redacted] Hospital Auxiliary in conjunction with [redacted] implemented the WHALE™ Program in [redacted] County, [redacted] State.

As part of its public education program [redacted], the [redacted] Hospital Auxiliary will send a basic WHALE™ kit to law enforcement and emergency providers throughout [redacted].

The Auxiliary hopes to expand the program to include [redacted]. All emergency services and law enforcement personnel should be informed about WHALE™, even if the program has not been implemented in their jurisdictions, since they may be called upon to rescue and treat a WHALE™ Program participant from another location.

Each individual WHALE™ Program can include additional information deemed necessary on their Fact Sheet. You may want to use *What...Who...Why...Where...When...* in your format.



**The WHALE™ Program**  
“We Have A Little Emergency”

# Sponsor Steering Committee

## TRACKING SUCCESS



**A CHILD SAFETY SEAT OCCUPANT  
IDENTIFICATION PROGRAM**

## “We Have A Little Emergency”

The following persons have been contacted and asked to serve on the Program Steering Committee for the WHALE™ Program at

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*Name of Institution*

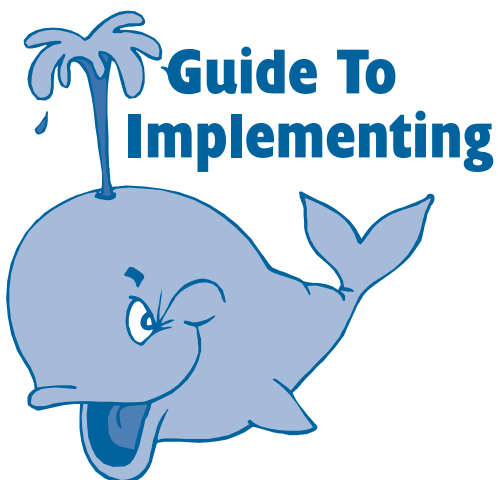
[illegible]



# TRACKING REQUESTS FOR WHALE™ KITS

[illegible]





**Guide To  
Implementing**

**The WHALE™ Program**  
“We Have A Little Emergency”

**LAW  
ENFORCEMENT**

*Police  
Sheriff  
State Patrol*

**FIRE  
DEPARTMENTS**

**MEDICAL  
EMERGENCY  
PERSONNEL**

# A Most Important Component...

## *Communication, A Must*

*This section includes samples  
of letters to increase awareness  
of and involvement in the  
WHALE™ Program.*



**A CHILD SAFETY SEAT OCCUPANT  
IDENTIFICATION PROGRAM**



*The Auxiliary Board*  
**UNDERWOOD-MEMORIAL HOSPITAL**

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October, 2000

Dear Emergency Response Personnel:

The Underwood-Memorial Hospital Auxiliary Board working with the UMH Medical Intensive Care Unit is pleased to announce that the **WHALE** and **HELP** programs have been launched into our county through a partnership with Sears in the Deptford Mall.

The **WHALE** program (We Have A Little Emergency) provides labels that are used to identify children in car seats in case of an emergency. Two white stickers with navy checks are placed on the back side windows of the car and on both sides of the child safety seat to alert rescuers that important information about the child is attached to the back of the seat.

The **HELP** program (Helmut Emergency Labeling Program) gives emergency personnel important information about children involved in accidents while bicycling, skate boarding, or inline skating. The bright yellow round sticker on the outside of the helmet makes rescuers aware that there is identification and medical information inside the helmet when there is an emergency situation.

It is our mission to make all emergency personnel throughout the state of New Jersey aware of what these stickers mean and that the information provided could be very valuable in a crisis situation. We need you to get this information out to every person involved in rescue work within your organization.

These programs were enthusiastically received by more than a thousand people at our September kick-off event in the Deptford Mall.

Samples of the labels are enclosed to help your staff become familiar with these two programs. We know that these labeling programs will be an aid to all rescue personnel in emergency situations.

For further information, please call the Underwood-Memorial Hospital Volunteer Services Department at (856) 853-2034.

Thank you for your awareness and involvement in the **WHALE** and **HELP** programs as we introduce them in Gloucester County communities.

Sincerely,

Kathleen Schultes  
Chair, **WHALE** and **HELP** Programs

Enclosures

/KS



## Capital Health System Auxiliary at Mercer

June 25, 2001

Dear Emergency Response Personnel,

The Capital Health System at Mercer Children's Committee is pleased to announce that a W.H.A.L.E. (We Have A Little Emergency) Program is being launched in our area.

The W.H.A.L.E. program provides labels that attach to car seats, which are used to identify the child in the event of an emergency. Two white 2"x2" labels with blue checks are placed on the side of the car seat and on the side rear windows of the vehicle to alert rescuers of the information attached to the rear of the child's seat. That label is a white 4"x4", attached out of sight on the back of the car seat

We would like all emergency personnel in your organization to be aware of this program and hope that it could be a valuable tool in a crisis situation.

Samples of these labels are enclosed to help you become familiar with this nation wide program.

For further information please call CHS at Mercer volunteer office @ 609 394 4023.

Thank you for your support of the W.H.A.L.E. program.

Sincerely,

A handwritten signature in dark ink, appearing to read 'Kathryn E. Kennedy'. The signature is fluid and cursive.

Kathryn E. Kennedy  
Chairperson W.H.A.L.E. Program

Enclosures  
/KEK



January 4, 2001

Community Liaison  
Seattle Police Department

### SWEDISH MEDICAL CENTER

747 Broadway Seattle, WA 98122-4307  
(206) 386-6000

Swedish Medical Center plans to launch a program in February, 2001 called W.H.A.L.E., an acronym for "We Have A Little Emergency". Today many children do not ride in automobiles with their parents or guardians. They travel with grandparents, babysitters, or other caregivers. One such caregiver, a day care worker in Virginia, who transported children in her vehicle, started the program. She realized that if she was in an accident and was incapacitated, emergency workers would have no way of identifying the children in their car safety seats. Therefore, the W.H.A.L.E. Program was born.

The W.H.A.L.E. Program is an identification and information program for child car safety. The program provides a packet and polaroid photo of each participant. The packet consists of the following;

- \* Business card size polaroid picture of child
- \* 4x5 car seat information card and bag tag holder
- \* Two W.H.A.L.E. stickers for each side of the car seat
- \* Two W.H.A.L.E. vehicle stickers for the rear side car windows
- \* Instruction sheet for parents and/or guardians

The two-sided identification tag which is attached to the back side of the car seat provides important information about the child in the car seat, such as: name, date of birth, medical history and who to contact in case of an emergency, as well as, a current polaroid picture of the child. Attaching the identification tag to the back of the seat ensures the privacy of personal facts by making it not visible from outside the vehicle. Two of the stickers are attached to the sides of the safety seat, and two vehicle stickers attached to the rear side windows of the vehicle to alert rescuers that the child seat occupant participates in the program.

In the event the adult in the vehicle is incapacitated, the identification tag has emergency contact information, which provides valuable information about a child to rescue workers. The tags can be laminated for older children to carry in their back packs, lunch box or bike helmet any time they are out and potentially at risk of injury. If scouts or other groups go on field trips, the leader can carry the tag of the children on board for identification.

Starting the end of February, 2001, Swedish Medical Center hopes to make W.H.A.L.E. Program Packets available to the families of all newborns on our campuses. The packets also will be made available through monthly car seat education and checks done in the King County area. However, it is imperative that we have the support and understanding of the program from the local agencies, such as: the police force in each King County city, the King County Sheriff Department and the Washington State Patrol.

Please feel free to contact me at your earliest convenience if you have any questions or suggestions, or specific individuals with whom I should make contact. I have enclosed a sample copy from the W.H.A.L.E. Packet.

Sincerely,

Karen J. Stay  
Director, Volunteer Services

# Brochure Information Sheet

## WHAT THEY LOOK LIKE:

### Identification Card

Parent/Guardian name _____ Address _____ City _____ State _____ Phone* (H) _____ (W) _____ Emergency contact _____ Phone* (H) _____ (W) _____ <small>*Include area code</small> As the Parent/Guardian, I assume responsibility for updating information/photo to represent the child riding in this child safety seat. _____ X INITIALS	<div style="border: 1px solid black; padding: 10px; text-align: center;">         AFFIX CHILD'S PHOTO HERE (Optional)       </div> <div style="display: flex; justify-content: space-between; align-items: center;"> <div>Child's Name/Nickname</div> <div style="border: 1px solid black; padding: 2px;">         M F       </div> </div>	Date of birth: _____ Date of photo: _____ Allergies/Medications/Conditions _____
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### Window Sticker



### Car Seat Sticker





**SWEDISH MEDICAL CENTER**

747 Broadway Seattle, WA 98122-4307  
(206) 386-6000

April 3, 2001

**MEMORANDUM**

**TO:** Name or Community Liaison  
Name of Law Enforcement Agency

**FR:** Karen J. Stay, Director  
Volunteer Services

**RE:** WHALE (We Have A Little Emergency)  
Child Safety Seat Identification Program

Thank you for being so patient with the launch of the Swedish Medical Center WHALE Program about which I shared details with you in December, 2000 with the hopes of initiating it in January or February, 2001.

The good news at this point is that we will have all of the packets put together and ready to be distributed on an ongoing basis by mid-April, 2001. We finally have received all of the pieces for the packets: brochures, identification tags, tag holders and stickers. We have not received the envelopes into which the set goes, but those should be here next week. In the meantime, I am sending you a set of the contents, without the tag holders which are clear plastic bag tags like those used for luggage identification.

If you would like to have some of the packets, please let me know and I will send completed envelopes to you to distribute in your community. Each baby born at Swedish Medical Center will be given a WHALE envelope of materials.

The Swedish Medical Center Community Education Department is looking for volunteers interested in taking the Car Seat Inspection Training that will be offered in partnership with the Safety Restraint Coalition. Please refer any interested individuals to Lisa Hawley at [lisa.hawley@swedish.org](mailto:lisa.hawley@swedish.org) or 206/215-3660.



June 8, 2001

Community Liaison

Seattle Police Department

Swedish Medical Center launched a program in February, 2001 called **W.H.A.L.E.**, an acronym for "**We Have A Little Emergency**". Today many children do not ride in automobiles with their parents or guardians. They travel with grandparents, babysitters, or other caregivers. One such caregiver, a day care worker in Virginia, who transported children in her vehicle, started the program. She realized that if she was in an accident and was incapacitated, emergency workers would have no way of identifying the children in their car safety seats. Therefore, the **W.H.A.L.E.** Program was born.

The **W.H.A.L.E** Program is an identification and information program for child car safety. The program provides a packet and Polaroid photo of each participant. The packet consists of the following;

- Business card size Polaroid picture of child
- 4x5 car seat information card and bag tag holder
- Two **W.H.A.L.E.** stickers for each side of the car seat
- Two **W.H.A.L.E.** vehicle stickers for the rear side car windows
- Instruction sheet for parents and/or guardians

The two-sided identification tag which is attached to the back side of the car seat provides important information about the child in the car seat, such as: name, date of birth, medical history and who to contact in case of an emergency, as well as, a current Polaroid picture of the child. Attaching the identification tag to the back of the seat ensures the privacy of personal facts by making it not visible from outside the vehicle. Two of the stickers are attached to the sides of the safety seat, and two vehicle stickers attached to the rear side windows of the vehicle to alert rescuers that the child seat occupant participates in the program.

In the event the adult in the vehicle is incapacitated, the identification tag has emergency contact information, which provides valuable information about a child to rescue workers. The tags can be laminated for older children to carry in their back packs, lunch box or bike helmet any time they are out and potentially at risk of injury. If scouts or other groups go on field trips, the leader can carry the tag of the children on board for identification.

Starting in April 2001, Swedish Medical Center began to distribute packets to the community, the requests for packets continues. Toys R Us and Babies R Us will be distributing **W.H.A.L.E.** packets with every car set sold. The packets also will be made

*(Letter continued on next page)*

available through monthly car seat education and checks done monthly in the King County area. However, it is imperative that we have the support and understanding of the program from the local agencies, this is where you come in - pass the word! Please feel free to contact me at your earliest convenience if you have any questions or suggestions, or specific individuals with whom I should make contact. For more information or to order W.H.A.L.E. materials for families in your community, call volunteer Services at Swedish Medical Center/First Hill campus (206)386-2090.

Sincerely,

Karen J. Stay

Director, Volunteer Services

October, 2000

Dear Emergency Services Personnel:

The Underwood-Memorial Hospital Auxiliary Board in conjunction with the UMH Paramedics is pleased to inform you that the **WHALE** and **HELP** programs have been introduced into the community with the help of Sears at the Deptford Mall. Several hundred emergency label packets were distributed to mall visitors and shoppers from September 10 through the 16<sup>th</sup> with very positive responses.

As rescuers, please inform your staff and membership as to the value of these two important programs. In review, the **WHALE** program (We Have A Little Emergency) involves two white and navy stickers placed on either side of a car safety seat. The two stickers on either side of the back side windows will alert rescuers that the occupant of the car seat has identifying information on the back of the car seat, out of public view, in the event that the driver of the car is incapacitated or if the driver is someone other than a parent.

The **HELP** program is an emergency labeling program for helmets worn by children bicycling, skate boarding or inline skating. The round bright yellow sticker on the out side of the helmet will signal rescuers that identification can be found inside the helmet, in the event of an emergency.

We have included a sample of each program so that these labels will become familiar to your staff. It is our hope that these emergency labeling programs will aid in your rescue efforts. For further information please call the Underwood-Memorial Hospital Volunteer Services Department at 856-853-2034. Thank you for awareness and involvement in **WHALE** and **HELP** programs that are being introduced in the Gloucester County communities.

Sincerely,

Kathleen Schultes  
Chair, **WHALE/HELP** Programs

March, 2000

Richard Bewsher, EMS Lieutenant  
Westville Fire District  
P. O. Box 151  
Westville, New Jersey 08093

Dear Lieutenant Bewsher:

The Auxiliary Board in conjunction with the Mobile Intensive Care Unit of Underwood-Memorial Hospital in Woodbury, New Jersey would like to introduce two exciting projects that will have great benefit to families with children in our local communities. The first program is **WHALE (We Have A Little Emergency)** which has been designed to give emergency personnel at the scene of an accident identifying information regarding the child riding in a car safety seat. Rescue efforts can be severely hindered at an accident scene if the adult passengers of the vehicle are incapacitated, the adult driver is not the parent of the child (making the adult's personal identification useless in identifying the child) or the child is too young to identify him or herself.

The **WHALE** program requires the use of one label and four self-adhesive stickers. The 4 by 4 Information Label is attached to the back of the car safety seat, out of normal view. It will provide vital information such as name, address, next of kin and special medical conditions. Four W.H.A.L.E. logo stickers are attached to either side of the car seat and the rear windows of the vehicle in order to alert rescuers that the vehicle occupants participate in the program. We are launching this program in the South Jersey area. (This program is presently in effect in the State of New York, promoted through the NYS Association of Fire Chiefs).

**HELP (Helmet Emergency Labeling Program)** is a program being used to provide an identification label that is placed inside the helmets worn by children while bicycling, in-line skating and skate boarding. (What child ever carries identifying information with him/her when leaving the home!) These labels have the necessary emergency information that is so important in case of an accident. The outside of the helmet will have a sticker identifying the user as being involved in the program. This program was developed by the New Jersey Hospital Association's Council on Auxiliaries as you are probably aware.

One of the missions of the Auxiliary Board is to promote outreach programs that would be of great benefit to the community. It is the goal of our organization to provide all the necessary information and stickers for these two programs at no expense to individual community members. Your help in distributing this information to individual members of your department or organization would be greatly appreciated. Their knowledge of the programs is the key to its success.

*(Letter continued on next page)*

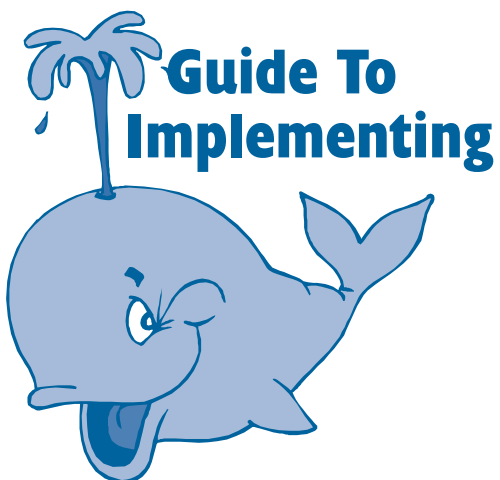
Sears at one local Mall was interested in getting involved in a volunteer project. We partnered with them to launch the WHALE and HELP programs into the community and were able to distribute over 1,000 packets of information with very positive response.

I hope this information proves helpful, if I can be of any further assistance please don't hesitate to write or call (856-582-1613). Good luck with the program.

Sincerely,

Kathy Schultes  
Chair, WHALE/HELP





**Guide To  
Implementing**

**The WHALE™ Program**  
“We Have A Little Emergency”

# History

*This section contains  
letters, newsletter articles  
and newspaper articles  
that chronicle the history of  
the WHALE™ Program.*



**A CHILD SAFETY SEAT OCCUPANT  
IDENTIFICATION PROGRAM**



## **NEW YORK STATE ASSOCIATION OF FIRE CHIEFS**

1670 Columbia Turnpike, Castleton, NY 12033 • (518) 477-2631 • (800) 676-3473  
Fax: (518) 477-4430 • <http://www.nysfirechiefs.com>

September 3, 1997

Catherine Barnard  
897 Castle Road  
Geneva, NY 14456

Dear Mrs. Barnard,

I recently received your letter concerning the use of the WHALE (We Have A Little Emergency) Program in the Geneva area. I thank you very much for your support of the program, as well as for submitting your program sample and newspaper clippings.

I read in your letter that the Healthcare Association of NYS (HANYs) may be introducing the program statewide. The New York State Association of Fire Chiefs encourages other organizations, such as HANYs, to spread the program throughout the state; however, NYSAFC holds the sole license for the WHALE Program in New York State. Before the program is implemented by HANYs, you may want to contact the NYSAFC office at (800) 676-3473 so that we can work out the details regarding the licensing agreement.

Once again, thanks for your interest and support of the WHALE Program. Your work to spread the program throughout the State of New York is commendable. We at NYSAFC hope to hear from you soon.

Sincerely,

Mary K. Hanlon  
Communications Coordinator

**PROVIDING SERVICE TO THOSE WHO SERVE**



Catherine Barnard  
897 Castle Road  
Geneva, NY 14456

September 8, 1997

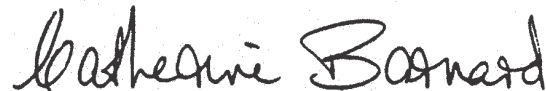
Dear Mary,

Thank you for your letter, especially the reference to NYSAFC holding the sole license for the WHALE program. Let me assure you that neither HANYS, nor their member auxiliaries wish to infringe on this license. The program came to my attention and subsequently to the attention of HANYS, because of your published literature encouraging the involvement of sponsorship.

The intention of HANYS is to simply bring the existence of the WHALE program to the attention of our members. In conjunction with the community outreach training programs that we are presenting to hospital auxiliaries and volunteers, we will explain the WHALE program, informing our members that their local fire companies are aware of WHALE, and that if the program has not been established in their area, to contact their fire chief with an offer of help. As in Geneva, financial support may be a solution and what better vehicle for distribution of brochures and stickers than the hospital birthing centers and infant and child wellness centers.

I can see no license infringement in our intended plans for promoting community awareness and helpful sponsorship, however if you would still like myself or a member of the HANYS staff to telephone your office please let me know.

Sincerely,



Catherine Barnard  
HANYS Committee on Auxiliaries



## NEW YORK STATE ASSOCIATION OF FIRE CHIEFS

1670 Columbia Turnpike, Castleton, NY 12033 • (518) 477-2631 • (800) 676-3473  
Fax: (518) 477-4430 • <http://www.nysfirechiefs.com>

September 9, 1997

Dear Catherine,

I thank you for taking the time to respond to my letter regarding the WHALE Program. I just wanted to let you know that you are absolutely correct— there is no licensing infringement involved in your plans to promote the WHALE Program.

After reading your first letter, we were under the impression that HANYS wanted to redistribute the WHALE Program in New York State, *which would have been perfectly acceptable with our organization.* However, if HANYS did intend to redistribute the program, we just wanted you to be aware of the licensing agreement NYSAFC has with the organization that holds the national licensing agreement for the program, for the protection and benefit of your organization. We would have been more than willing to work out an arrangement with HANYS, so that you could redistribute the program. I apologize for this misunderstanding and any confusion or concern this may have caused.

I commend you and thank for your plan to promote the WHALE program at birthing centers and infant and child wellness centers in New York State— this is an excellent avenue for the distribution of the program. Soon, as we move into phase two of our efforts to distribute the program across the state, NYSAFC intends to work with ambulance corps, hospitals, and the health care community in general. As our efforts progress, we hope to work more closely with HANYS to bring the program to as many citizens in New York State as possible. We hope to contact you in the near future about working with your organization. Also, if possible, we would appreciate it if you could keep us up to date on your progress with the program, as we're very interested in how the program is received.

If you need any additional information on the program, or if I may be of any further assistance, please feel free to contact me at the NYSAFC office. Once again, I apologize for any misunderstanding and thank you for your efforts to bring the WHALE Program to the public.

Sincerely,

Mary K. Hanlon  
Communications Coordinator

PROVIDING SERVICE TO THOSE WHO SERVE

From the desk of:

*Chief Ralph E. DeBolt*

To: Catherine Barnard

Date: April 27, 1998

Re: W.H.A.L.E.

The W.H.A.L.E. program is alive and well in the City of Geneva. Members of the Geneva Fire Department have put on a number of informational programs during the past year. We have spoken to the following organizations:

1. Geneva Senior Citizens
2. Geneva Rotary Club
3. Geneva Kiwanis International
4. Finger Lakes Ambulance
5. North Seneca Volunteer Ambulance
6. South Seneca Volunteer Ambulance
7. Geneva Police Department
8. Geneva Fire Department
9. North Street School's International Fair
10. F.L. Regional Health System's "Applefest 97"

We are presently scheduled to present the program at F.L.U.C.P. Happiness House's "Safety Week", on May 8<sup>th</sup>, F.L. Regional Health System's "Applefest 98" on May 9<sup>th</sup> and at the North Street School's International Fair on May 30<sup>th</sup>.

Informational pamphlets are available at any City Fire Station, Geneva General Hospital's Day Care Center and are distributed as part of the birthing classes at Geneva General Hospital.

To date we have used approximately half of the pamphlets that we printed to start. Please accept my heart felt thanks for your continued interest in this very worth while program.

GENEVA FIRE DEPARTMENT  
*Fire Prevention Through Education*

**Category: COMMUNITY OUTREACH AND COLLABORATION****Name of Program: We Have A Little Emergency (WHALE)**

Catherine Barnard read about WHALE in her husband's volunteer fireman magazine and knew it would be a perfect collaborative project for her auxiliary and the local fire department. WHALE is an identification and information package for child car safety seats.

In 1994, 5,141 children age four and under were injured in automobile accidents in New York State. Seventeen of those children died. Some of those children were not riding in vehicles with their parents or guardians. They were riding with babysitters, grandparents, or other care givers.

WHALE, sponsored by the New York State Association of Fire Chiefs, requires the use of four self-adhesive stickers and one informational label. The informational label is attached to the rear of the car seat and provides important information about the child in that seat - name, date of birth, medical history, and who to contact in case of an emergency. When placed on the back of the seat, the label is not visible from outside the vehicle, thus ensuring privacy. Two WHALE car seat stickers, attached to the sides of the safety seat, and two WHALE vehicle stickers, attached to the rear side windows of the vehicle, depict the WHALE logo and alert rescuers that vehicle occupants participate in the program. The WHALE start-up kit includes a video that illustrates how the program works.

The first program of its kind in the United States, WHALE is currently used in 32 states. Across New York State, more than 70 fire departments have implemented the WHALE program.

Mrs. Barnard's Auxiliary, The Geneva General Hospital Auxiliary, adopted WHALE as an outreach project and funded the printing of the informational labels and stickers. These materials are distributed at health and wellness fairs, in clinics, in pediatricians' offices, in nursery schools, at county fairs, etc.

Mrs. Barnard brought WHALE to the attention of the Committee on Healthcare Auxiliaries, a committee of the Healthcare Association of New York State (HANYS) on which she serves. The Committee adopted WHALE as a statewide outreach project

*(Letter continued on next page)*

and “took it on the road” to fall regional meetings in 1997. To date, eighteen auxiliaries have collaborated with their local fire departments to implement WHALE. Statewide, Auxiliaries are encouraged to make WHALE a permanent community outreach program.

## WHALE ✓ Program Update

by Mary K. Hanlon  
Editor

**M**uch interest has been generated in the WHALE (We Have A Little Emergency) Child Safety Seat Occupant Identification Program since the New York State Association of Fire Chiefs issued WHALE Program start-up kits to every fire department in New York State in January 1997.

For those of you who are still unfamiliar with WHALE, the program was designed to provide emergency services personnel with vital information about children riding in car seats who are involved in automobile accidents, including name and address, who to contact in the event of an emergency, and special medical conditions. The program was created by Connie Day, a caregiver from Richmond, VA, who was concerned about the children in her care in the event they were involved in an automobile accident.

The WHALE start-up kits issued by NYSAFC included a video that illustrates how the program works, as well as camera-ready program material and literature, which could be reproduced by emergency services organizations for implementation of the program in their respective communities.

The WHALE Program requires the use of one label and four self-adhesive stickers. A 4x4 Informational Label is attached to the back of the car safety seat and provides important information about the child in that particular safety seat. Four WHALE logo stickers are attached to the car seat and the rear windows of the vehicle in order to alert rescuers that the vehicle occupants participate in the program.

Since NYSAFC introduced the program last year, WHALE has gone on to receive considerable media attention and accolades. In January, the Association was honored with a top award in an annual publications contest conducted among major United States associations by *Association Trends*, the national weekly newspaper for association executives and suppliers. WHALE was among three projects named as an honorable mention in the Promotional Item or Poster Category. First place and runner up awards

were also given in this category, in which some 40 organizations competed in the final judging. Over 400 associations from across the country submitted entries for this competition, which featured 18 different categories. NYSAFC was presented with this award at the annual *Association Trends* awards luncheon on January 30, 1997 at the Capital Hilton Hotel in Washington, DC.



*l to r: Executive Director James Hannigan, Past President Robert Burke, Greg Bobbitt of TimeWarner Cable, and Director Paul Schonewolf.*

In addition to receiving this prestigious award, NYSAFC also recently presented an award to TimeWarner Cable for its sponsorship of the development and production of the WHALE start-up kit video. NYSAFC Past President Robert Burke presented the award to Greg Bobbitt, director of programming of the Albany Division of TimeWarner Cable, at NYSAFC headquarters on June 25, 1997.

Furthermore, WHALE and the organizations that have implemented the program have also garnered a great deal of media attention in recent months, as the program has been the focus of television and/or newspaper segments in Rockland County, Westchester



County, and the Capital District, among other regions around the state.

Across the state of New York, NYSAFC has confirmed that over 70 fire departments have implemented the WHALE program. These departments are located in the following counties: Cattaraugus, Chautauqua, Clinton, Columbia, Delaware, Dutchess, Fulton, Genesee, Hamilton, Herkimer, Livingston, Monroe, Nassau, Niagara, Oneida, Onondaga, Ontario, Orange, Oswego, Putnam, Rensselaer, Suffolk, Ulster, Wayne, Westchester, and Wyoming. Additionally, two other New York counties have implemented the program on a county-wide level. In Clinton County, the Clinton County Firefighter's Association has begun the program, while in Rockland County, county emergency services agencies have joined forces with the county executive's office to start the program. NYSAFC'S confirmed WHALE participants have submitted program samples and/or documentation that the program has been implemented. The program is also in use in departments from at least 26 other states.

NYSAFC has maintained an official listing of participating New York State departments and counties and has gathered samples of the various WHALE programs in use. If your department has implemented the program and is not included on the list, please notify the NYSAFC office in writing and send us a sample. We know there are other departments out there using the program, and even more departments that are in the developmental stage of starting WHALE, but without a sample or written confirmation that the program is in use or will be implemented shortly, we can't add them to the official WHALE participant list. Check out the list on page 46 to see what departments are using the program in your area.

If your department has not implemented WHALE, we hope you consider using the program. Not only is this simple to use program a beneficial tool for emergency service personnel, it can also increase public awareness of your department and its benefits, and can be a valuable public relations tool. If you don't have the funds to start the program, remember that you can seek donations from businesses, local civic groups, and other organizations. As you can see from the participants listed, many fire departments have successfully attained the financial support and assistance of these types of organizations. You can also

seek the support of other emergency service organizations in your community and/or county agencies. As evident from the cooperation of these various agencies in regions across the state, the WHALE program can help bridge the gap between fire, ambulance, police, and other county agencies.

Look for more WHALE program updates in future issues of *Size Up*. If you have any questions about the program, please feel free to contact the NYSAFC office at (800) 676-FIRE. And remember, if your department has started the program, let us know about it and send us a sample!

**Submit WHALE Program samples to:**  
**NYSAFC**

**att: Mary Hanlon**  
**1670 Columbia Turnpike**  
**Castleton, NY 12033**  
**Fax: (518) 477-4430**

*See the following page for participants!*

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**271 Old Colony Road • Box 369**  
**Eastford, CT 06242 • 1-800-420-4673**

## WHALE ✓ Confirmed Participants

- |  |  |
|--|--|
| <ul style="list-style-type: none"> <li>✓ Averill Park Fire Department</li> <li>✓ Barker Fire Department</li> <li>✓ Bennington Volunteer Fire Co. Inc.</li> <li>✓ Byron Fire Department No. 1 and Byron Rescue Squad</li> <li>✓ Carmel Fire Department</li> <li>✓ Clinton County Firefighter's Association<br/>(Altona FD, Ausable Forks FD, Beekmantown FD, Cadyville FD, Champlain FD, Chazy FD, Churubusco FD, Cumberland Head FD, Dannemora FD, District #3, Ellenburg Center FD, Ellenburg Depot FD, Keeseville FD, Lyon Mountain FD, Mooers FD, Morrisonville FD, Peru FD, Plattsburgh City FD, Rescue Hose #5, Rouses Point FD, Saranac FD, South Plattsburgh FD, West Chazy FD)</li> <li>✓ Cody Volunteer Fire Department</li> <li>✓ Commack Fire Department, Coldwell Banker, and Sammis</li> <li>✓ Coram Fire Department</li> <li>✓ Eagle Mills Fire Department</li> <li>✓ East Dunkirk Fire Department</li> <li>✓ East Schodack Fire Department</li> <li>✓ Elmont Fire Department</li> <li>✓ Fairview Fire Department</li> <li>✓ Floral Park Fire Department</li> <li>✓ Geneseo Fire Department</li> <li>✓ Geneva Fire Department and Geneva Regional Health System Inc.</li> <li>✓ Highland Hose Company No. 1</li> <li>✓ Hoags Corners Fire District #1</li> <li>✓ Hope Volunteer Ambulance Corps</li> <li>✓ Katonah Fire Department</li> <li>✓ Lawrence-Cedarhurst Fire Department</li> </ul> | <ul style="list-style-type: none"> <li>✓ Millbrook Engine Hook &amp; Ladder #1</li> <li>✓ Margaretville Fire Department and Middletown/Hardenburgh Fire District</li> <li>✓ McConnellsville Fire Department and AmCare Ambulance Services Inc.</li> <li>✓ Mellenville Fire Company</li> <li>✓ New Rochelle Fire Department and the Uniformed Fire Fighters Association, Inc.</li> <li>✓ North Greece Fire Department</li> <li>✓ Northport Volunteer Fire Department</li> <li>✓ Onondaga County Southern Section Line Officers Association<br/>(Apulia FD, Fabius FD, Delphi FD, Jamesville FD, LaFayette FD, Nedrow FD, Otisco FD, Pompey Hill FD, Sentinel Heights FD, So. Onondaga FD, Southwood FD, Tully FD)</li> <li>✓ Ridge-Culver Fire District</li> <li>✓ Rockland County Office of Fire and Emergency Services<br/>(Rockland County Executive's Office, Rockland County Fire Chiefs Association, Rockland County EMS Office, Rockland County Highway Traffic Safety Injury Prevention Program, Rockland County Stop D.W.I.)</li> <li>✓ S&amp;S Volunteer Ambulance Service</li> <li>✓ Sag Harbor Fire Department and Sag Harbor Ambulance Corps</li> <li>✓ Salisbury Mills Fire Department</li> <li>✓ Tarrytown Fire Department</li> <li>✓ Town of North Greenbush Emergency Services<br/>(Defreestville FD, Wynantskill FD, North Greenbush Ambulance, North Greenbush PD)</li> <li>✓ Wassaic Rescue Squad</li> <li>✓ Wells Volunteer Ambulance Corps</li> </ul> |
|--|--|

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# These car stickers may save a kid's life

Plan will help rescuers aid young victims

By DAVID FALCHEK  
Finger Lakes Times

GENEVA — The smallest victims of auto accidents are often the least likely to have available medical information for emergency personnel.

Until WHALE, an acronym for We Have A Little Emergency.

The WHALE sticker on vehicle windows and the sides of car seats tips off emergency personnel to an information sticker mounted on the back of a child's car seat.

In situations where parents or guardians are dead or unconscious after an accident, WHALE immediately gives firefighters, police and paramedics the child's name, medical conditions, and ways to contact the child's next-of-kin and doctor.

The Geneva General Hospital Auxiliary and the Geneva Fire Department have joined forces to promote the WHALE program at the 1997 Applefest community health fair, to be held from 9 a.m. to 2 p.m. Saturday at Geneva High School.

The New York State Association of Fire Chiefs has given its blessing to the WHALE program and distributed information to all fire chiefs in the state.

The program's simplicity and effectiveness struck Geneva Fire Chief Ralph DeBolt, who has scheduled presentations at school and community groups to make WHALE stickers a fixture in vehicles with children.

Mark Tornstrom, paramedic supervisor with Finger Lakes Ambulance in Clifton Springs, which will also be at Applefest, said "everybody's talking about WHALE."

"The WHALE program needs to be strongly endorsed so everyone knows about it," Tornstrom said. "It allows us to do our job more efficiently and effectively."

MAY 7 1997



In situations where paramedics and emergency medical technicians don't have next-of-kin consent, they treat on implied consent, Tornstrom said. When they don't have accurate medical history, they go ahead and treat the patient, but keep antidotes handy in case of a reaction.

With WHALE information, lifesavers can contact the child's doctor and relatives immediately for instant medical information.

DeBolt noted just being able to call a child by name can have a calming effect.

"It shows you're a friend and you care," he said. "Psychologically, it has a better effect on the child than using general terms."

WHALE packets and stickers will be available at the Geneva Fire Department's booth at Applefest. In the future, they will be available at the Geneva General Community Health Resource Center and through the Geneva Fire Department. Geneva General is also distributing WHALE packets to all new parents in the maternity ward.

DeBolt cautioned the car seat sticker should contain only the information about the child who uses that seat. If there is a chance more than one child uses the seat, DeBolt recommends a plastic envelope be stuck to it and the information interchanged. That way, parents, grandparents or guardians who may transport a number of children can make sure information corresponds to the child in the seat.

"Otherwise, the information backfires," DeBolt said. "This program is only as good as the person who uses it."

The Geneva Fire Department will be one of more than 90 community and medical organizations at the health fair.

Participants may choose from a battery of free health tests and opt to have results sent to their physicians. Available screenings and tests include cholesterol/glucose, blood pressure, podiatry, vision and glaucoma, body fat, hearing and oral cancer.

Also new this year, some of the above tests will be combined with a detailed questionnaire about lifestyles and medical history for a health risk assessment profile.

Geneva General has contracted with a Oregon company to compile the information and in three weeks mail the profile to the person's home.

Ontario County Community Health Services will be on hand to provide free immunizations for children and adults who provide records of past immunizations. Kids may also make crafts at a booth sponsored by the Geneva General Child Care Center.

In its five years, the health fair has burgeoned from an in-house hospital event to a community health fair.

As in past years, the event is free and open to the public, however organizers will collect canned goods for the local food pantry at the door.

Organizer Diane Ewing, the hospital's vice president of public affairs, is pleased by the ever-growing list of participants.

"We don't have to go and knock on doors or beg or ask," she said. "These people and organizations have this on their calendar."

Over the years, Ewing said Applefest offerings have become more comprehensive, so there now is something for everyone.

The Geneva Regional Health System sponsors the event, with financial help from corporate and business donors. Ewing, who expects about 2,000 people Saturday, said the hospital sees the health fair as part of its mission.

"We have to be a health educator," Ewing said. "The fair is part of our outreach to give people an accessible way to learn about important health and safety issues."

10 Finger Lakes Times, Geneva, N.Y. Wednesday, May 7, 1997

MAY 7 1997

# OPINION

## To your good health

**Y**ou can do something this week that won't cost you anything, but could pay off for the rest of your life.

Geneva Regional Health Systems has put together an impressive array of health information that will be available free Saturday at Applefest '97 from 9 a.m. to 2 p.m. at Geneva High School on Carter Road.

### OUR OPINION

The fifth annual community health fair is the biggest yet and will have more than 90 community and medical organizations with booths, displays and literature on health, wellness and safety.

Attendees also can take a number of free health tests — including cholesterol/glucose, blood pressure, podiatry, vision and glaucoma, body fat, hearing, and oral cancer — and have the results sent to their doctors.

In addition, for the first time this year, some of the tests will be combined with a detailed questionnaire about lifestyles and medical history to provide a health risk assessment profile.

Given the proven benefits of preventive

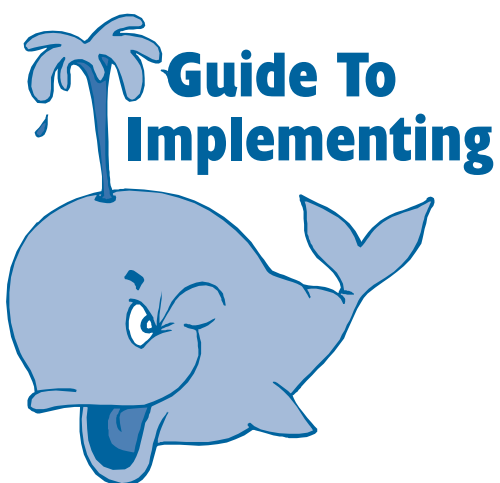
medicine, attendance at the festival seems to us to be a prescription for improving our chances for better health in future years.

And don't get the idea that the event is only for older people, as there will be things for all ages. Another new item this year is WHALE stickers. The WHALE (We Have A Little Emergency) sticker is an information sticker mounted on the back of a child's car seat. A WHALE sticker on the window of a car and the sides of car seats alerts emergency workers to a child's name, medical conditions, and ways to contact the child's next-of-kin and doctor.

Also, free immunizations will be offered again for children with records.

Geneva Regional Health Systems, which sponsors the festival with financial help from corporate and business donors, is to be commended for recognizing that it should be a health educator as well as a health care provider.

All they ask in return is your participation and a donation of canned goods for the local food pantry. That's a small price to pay for your health.



**The WHALE™ Program**  
“We Have A Little Emergency”

# Historical Program Brochures

*This section contains  
samples of brochures for  
the WHALE™ Program.*



**A CHILD SAFETY SEAT OCCUPANT  
IDENTIFICATION PROGRAM**

W H A L E S T I C K E R

**A few things to keep in mind:**

- It's a good idea to pass on WHALE information and materials to others who routinely drive your child.
- Remember to note corrections on the information sticker as details change, and update the child's picture.
- Remove the information label from the seat if you sell or give the seat away.

*"Hey, I'm just a little person. I don't know my name, address, phone number or how to reach my relatives. Please help me by adding WHALE stickers to my child safety seat. In the event of an accident, emergency personnel will know who I am and how to contact someone who really knows my special needs. Thanks for loving and caring about me."*

– Your little person

For more information,  
contact Swedish/First  
Hill Volunteer Services  
at (206) 386-2090.

*"We Have A Little Emergency"*

# SWEDISH

## Car Safety Seat Occupant Identification Program



**SWEDISH MEDICAL CENTER**

Volunteer Services/Pediatric Services  
747 Broadway  
Seattle, WA 98122-4307  
[www.swedish.org](http://www.swedish.org)



**SWEDISH MEDICAL CENTER**

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VSPH-01-01941 1/01



*While driving to the store with her 8-month-old grandson, a grandmother lost control of her car and crashed into a tree. The infant suffered only a few bruises, but the grandmother was knocked unconscious. When rescue workers arrived on the scene, they had no way of identifying the baby or collecting vital medical information about him. Fortunately, both the grandmother and infant received the treatment they needed, but rescue workers felt that they could have been much more effective if they had only known the child's name and pertinent emergency information.*



## "We Have A Little Emergency"

Every year, many children under age four are involved in automobile accidents. These accidents happen when children ride with parents, as well as with others, such as grandparents, neighbors and babysitters. But if the adult in the vehicle is seriously injured and unable to talk, emergency personnel have no easy way of identifying the child or his/her special needs – vital information that can help rescue efforts go more smoothly. Sometimes, just knowing the child's name can help rescue workers comfort a frightened child, while knowing who to contact in an emergency allows them to notify parents or the next closest relative right away.

That's when WHALE – "We Have A Little Emergency" – can make a difference.

## The WHALE Program

WHALE is an identification program that started in the early 1990s by a child caregiver on the East Coast who wondered what would happen to the children in her care in the event of a car accident. The program is now recognized and used by emergency personnel in 34 states.

It's easy to participate in the program. All you need to do is complete the enclosed information label and place the enclosed self-adhesive stickers on your car window and child safety seat.

### **One information label and holder.**

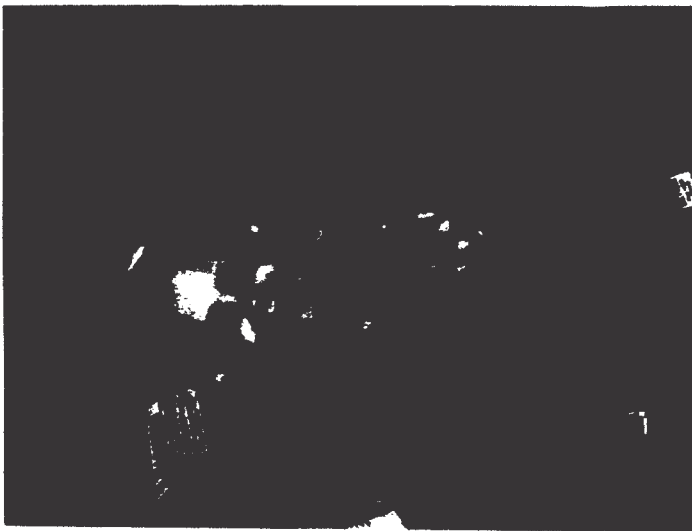
Fill in all pertinent information on this label (child's name, date of birth, medical history and emergency contacts), and affix the child's photo to the label. To ensure privacy of these personal facts, place the label in the holder and fasten it to the back of the safety seat where it will not be visible from outside of the vehicle.

### **Two WHALE safety seat stickers.**

These stickers include the WHALE logo and should be attached to the sides of the safety seat so they are easily seen.

### **Two WHALE vehicle window stickers.**

These stickers include the WHALE logo and should be attached to the inside of the rear side windows of the vehicle. This lets rescuers know that the occupants participate in WHALE and that they can find important information on the back of the child safety seat.



*Pictured: Fiona Lindsay Rose Polk*

**HEY, I'M JUST A LITTLE PERSON.  
I DON'T KNOW MY NAME, ADDRESS,  
PHONE NUMBER OR HOW TO REACH  
ANY OF MY RELATIVES.  
PLEASE HELP ME BY ADDING WHALE  
STICKERS TO MY CHILD SAFETY SEAT.  
IN THE EVENT OF AN ACCIDENT, THE  
EMERGENCY PERSONNEL WILL HAVE  
MY NAME AND KNOWLEDGE OF HOW  
TO REACH SOMEONE WHO REALLY  
KNOWS MY SPECIAL NEEDS!**

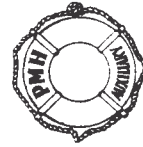
The WHALE™ Program in Chester County is being activated through the efforts of Paoli Memorial Hospital Auxiliary and the Hospital Community Health Department.

Paoli Memorial Hospital is a non-profit community hospital with a 208-bed licensed capacity and is staffed by more than 350 physicians and dentists representing a wide range of medical, diagnostic and surgical specialties.

The Paoli Memorial Hospital Auxiliary works hard all year to raise funds to donate to PMH for needed equipment and essential services to continue serving the Chester County Community. We are confident that the WHALE™ Program will be a successful and useful continuation of our volunteer efforts for the community.

*For more information on the WHALE™ Program, contact your local Police Dept.*

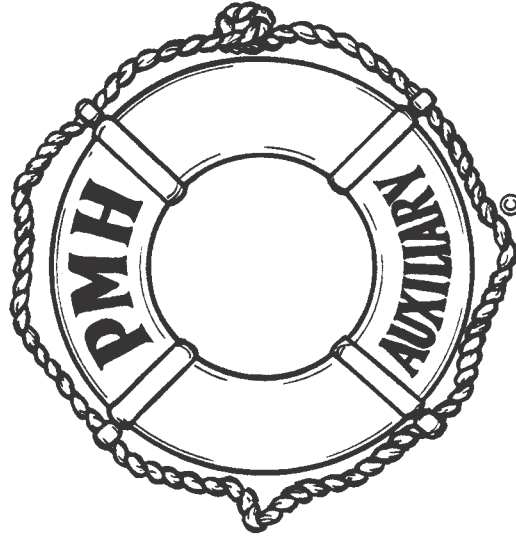
*For information on becoming a member of the Paoli Memorial Hospital Auxiliary, call: 610-648-1448.*



**A member of the  
Pennsylvania Association  
of Healthcare Auxiliaries (PAHA)**



## **CHILD SAFETY SEAT OCCUPANT IDENTIFICATION PROGRAM**



*Supporting our Community*

## **WHALE STORY...**

*While driving to the store with her infant daughter, a young mother lost control of her car and crashed into a tree. The mother was knocked unconscious, while the child appeared to be uninjured. Due to her injuries, the mother could not identify herself or her child. She was also unable to provide vital medical information about her daughter. The child, because of her age, was unable to communicate with rescue personnel. While both victims received the best care possible, the emergency services personnel felt their rescue and treatment could have been more effective and efficient....if they had only known the child's name and pertinent emergency information.*

## **We Have A Little Emergency**

Between 1994-1998, more than 50,000 children, aged toddler and under, were involved in automobile accidents in the Commonwealth of Pennsylvania. Some of those children were not riding in the same vehicles as their parents or guardians. Today, children may ride with a baby-sitter, grandparents or other caregivers. In the event of a motor vehicle accident that incapacitates parents or other adult passengers, Emergency Service Personnel have no source of information to identify the child or his/her special medical needs. Also, efforts to identify and contact the child's next of kin may be significantly delayed. In many cases, rescue efforts may proceed more smoothly and efficiently if Emergency Personnel know the name of the frightened child they are treating. This is where the WHALE™ (We Have A Little Emergency) program can make a difference.

## **What is the WHALE™ Program?**

The WHALE™ Program is an identification and information package for child car safety seats created by Connie Day, a caregiver from Richmond Virginia, who wondered what would happen to the children in her care in the event of an automobile accident. The first program of its kind in the United States, WHALE™ is currently used in 32 states. It requires the use of four self-adhesive stickers and one informational label.

The informational label attached to the rear of the car seat provides important information about that child in the seat, such as name, date of birth, medical history, and whom to contact in case of an emergency. Place a photo of your child in the space provided, and update as the child grows. If placed on the back of the seat, this label will not be visible from the outside of the vehicle, thus ensuring the privacy of these personal facts. Do not use a pen with ink that will smudge, such as a felt tip or roller ball pen.

Two WHALE™ Car Seat Stickers attached to the sides of the safety seat, and two WHALE™ Vehicle Stickers, attached to the rear side windows of the vehicle, depict the WHALE™ logo and alert rescuers that the vehicle occupants participate in the program.

HEY, I'M JUST A LITTLE PERSON. I DON'T KNOW MY NAME, ADDRESS, PHONE NUMBER OR HOW TO REACH ANY OF MY RELATIVES. PLEASE HELP ASSIST ME BY ADDING WHALE STICKERS TO MY CHILD SAFETY SEAT. IN THE EVENT OF AN ACCIDENT, THE EMERGENCY PERSONNEL WILL HAVE MY NAME AND KNOWLEDGE OF HOW TO REACH SOMEONE WHO REALLY KNOWS MY SPECIAL NEEDS! THANKS AGAIN FOR LOVING AND CARING ABOUT ME.

--YOUR LITTLE PERSON

BAPTIST MEDICAL CENTER  
HOSPITAL AUXILIARY  
ARKADELPHIA

For more information contact:

WHALE™ PROJECT  
CHAIRMAN

PATTSY YANCY

(870) 246-7576



## CHILD SAFETY SEAT OCCUPANT IDENTIFICATION PROGRAM

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Sponsored by the

ARKANSAS HOSPITAL AUXILIARY



ASSOCIATION



## **W.H.A.L.E.<sup>TM</sup> Instructions for Parents or Guardians**

The WHALE<sup>TM</sup> Program is a simple and viable way to ensure proper and efficient treatment of your child in the event of an automobile accident. To implement the program please utilize the enclosed label and four stickers as follows:

### 4 x 4 Informational Label

Clearly print the appropriate information pertaining to the car seat occupant.

Use a felt tip or roller ball non-smudging pen  
Place this label on the back of the car safety seat

Remove the label if the car seat is sold, given away, or temporarily used to hold another child. Parents or guardians assume all responsibility for this label.

### Two Car Seat Stickers

Attach these stickers to each side of the car safety seat

### Two Vehicle Stickers

Attach these stickers to the rear side windows of your vehicle to alert rescuers that you participate in the WHALE<sup>TM</sup> program.

## **W.H.A.L.E.<sup>TM</sup>**

### **We Have A Little Emergency**

.....

We want to protect your child from day one after its birth and any other car seat age children you may have. To participate is free and you only have to properly fill in the informational sticker and affix the labels provided to your car and car seat. To obtain more labels for additional cars or for relatives or care givers that might transport your child ask an Auxiliary volunteer at your local hospital. In the event of a motor vehicle accident that incapacitates parents or other adult passengers, emergency service personnel have no source of information to identify the child or his/her special medical needs. Also efforts to identify and contact the child's next of kin may be significantly delayed. In some cases, rescue efforts may proceed more smoothly and efficiently if emergency personnel know the name of the frightened child they are treating. This is where the WHALE<sup>TM</sup> (We Have A Little Emergency) program can make a difference.

This program will relieve some of the frustration rescuers feel while trying to obtain information about a child in a car safety seat at the scene of an automobile accident. It also saves valuable time when injuries are involved.

The W.H.A.L.E.<sup>TM</sup> Program can make a difference, but its success depends on you! Remember to follow these important guidelines outlined in this brochure. We thank you for your interest in this program and hope that you join us in encouraging its use with in your community.

# CHILD SAFETY SEAT OCCUPANT IDENTIFICATION PROGRAM



**Underwood-Memorial  
Hospital  
Auxiliary Board**

*In Conjunction with*  
**Mobile Intensive Care Unit**



The W.H.A.L.E.™ Program is  
available through the  
Underwood-Memorial Hospital  
Auxiliary Board.

If your organization wishes  
to sponsor the W.H.A.L.E.™ Program  
in your community or  
participate as an individual  
please call (856)853-2034

Or write us at

Underwood-Memorial Hospital  
Auxiliary Board  
509 North Broad Street  
Woodbury, NJ 08096

We will gladly provide you  
with prices and any  
further information.

HEY, I'M JUST A LITTLE  
PERSON. I DON'T  
KNOW MY NAME,  
ADDRESS, PHONE NUM-  
BER OR HOW TO REACH  
ANY OF MY RELATIVES.  
PLEASE HELP ASSIST ME  
BY ADDING WHALE  
STICKERS TO MY CHILD  
SAFETY SEAT. IN THE  
EVENT OF AN ACCI-  
DENT, THE EMERGENCY  
PERSONNEL WILL HAVE  
MY NAME AND  
KNOWLEDGE OF HOW  
TO REACH SOMEONE  
WHO REALLY KNOWS  
MY SPECIAL NEEDS!  
THANKS AGAIN FOR  
LOVING AND CARING  
ABOUT ME.

--YOUR LITTLE PERSON

*While driving to the store with her infant daughter, a young mother lost control of her car and crashed into a tree. The mother was knocked unconscious, while the child appeared to be uninjured. Due to her injuries, the mother could not identify herself or her child. She was also unable to provide vital medical information about her daughter. The child, because of her age, was unable to communicate with rescue personnel. While both victims received the best care possible, the emergency services personnel felt their rescue and treatment could have been more effective and efficient . . . if they only knew the child's name and pertinent emergency information.*

## ***We Have a Little Emergency***

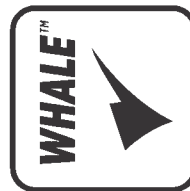
In 1994, 5,141 children age four and under were injured in automobile accidents in New York State. 17 of those children died. Some of those children were not riding in the same vehicles as their parents or guardians. Today, children may ride with a baby-sitter, grandparents, or other caregivers. In the event of a motor vehicle accident that incapacitates parents or other adult passengers, emergency service personnel have no source of information to identify the child or his/her special medical needs. Also, efforts to identify and contact the child's next of kin may be significantly delayed. In some cases, rescue efforts may proceed more smoothly and efficiently if emergency personnel know the name of the frightened child they are treating. This is where the WHALE™ (We Have A Little Emergency) program can make a difference.

## **What Is the WHALE™ Program?**

The WHALE™ Program is an identification and information package for child car safety seats created by Connie Day, a caregiver from Richmond, VA, who wondered what would happen to the children in her care in the event of an automobile accident. The first program of its kind in the United States, WHALE™ is currently used in 32 states. It requires the use of four self-adhesive stickers and one Informational Label:

- ✓ One Informational Label attached to the rear of the car seat provides important information about that child in the seat, such as name, date of birth, medical history, and who to contact in case of an emergency. Place a photo of your child in the space provided, and update as the child grows. If placed on the back of the seat, this label and photo will not be visible from the outside of the vehicle, thus ensuring the privacy of these personal facts. Do not use a pen with ink that will smudge, such as a felt tip or roller ball pen.

- ✓ Two WHALE™ Car Seat Stickers, attached to the sides of the safety seat, and two WHALE™ Vehicle Stickers, attached to the rear side windows of the vehicle, depict the WHALE™ logo and alert rescuers that the vehicle occupants participate in the program.



#### Guides for Auxiliaries:

Check with your hospital's administration department to be sure they approve the program for your facility.

Appoint a W.H.A.L.E.™ chairman for your local Auxiliary.

The program is inexpensive. If, however, you do need funding, you might plan a special fund raising project. We would like for this to be a community outreach program and for this reason we ask that you do not solicit political funds.

Plan an effective way to present this program to each family of newborns at your facility.

Plan an effective way to reach the community. The target age group is children from newborn to age 4 (or any child riding in a car seat). This program can be presented at daycare facilities, church groups, health fairs, etc.

## W.H.A.L.E.™

### We Have A Little Emergency

The Council on Auxiliaries/Volunteers feels this program will relieve some of the frustration rescuers feel while try to obtain information about a child in a car safety seat at the scene of an automobile accident. It also saves valuable time when injuries are involved.

The W.H.A.L.E.™ program can make a difference, but its success depends on you! Remember to follow the important guidelines outlined in this brochure. We thank you for your interest in this program and hope that you join us in encouraging its use within your community.

### Child Safety Seat Occupant Identification Program

### Auxiliary Instructions

#### Sponsored by the

**Council on Auxiliaries/Volunteers of  
the Georgia Hospital Association**

## What Is The W.H.A.L.E.<sup>TM</sup> Program?

The W.H.A.L.E.<sup>TM</sup> program is an identification and information package for child car safety seats. In the event of an accident that incapacitates adult passengers, emergency personnel have no source of information to identify these young children, their next of kin or their special medical needs. Not only can this information be life savings, in some cases, just knowing the name of a young victim can help make rescue efforts and treatment proceed more smoothly and quickly. The self-adhesive stickers on a car seat and on the rear side car window will alert emergency personnel that the passengers in the vehicle participate in the W.H.A.L.E.<sup>TM</sup> program.

The packet consists of:

- 4x5 identification car set sticker
- W.H.A.L.E.<sup>TM</sup> stickers for each side of the car seat
- W.H.A.L.E.<sup>TM</sup> stickers for the rear side car windows
- Instruction pamphlet for parents and/or guardians
- An envelope with the W.H.A.L.E.<sup>TM</sup> logo

In addition to being a valuable tool for parents, this program can be used by grandparents, child-care workers who transport children, baby-sitters and other caregivers.

## How Can Your Local Auxiliary Participate in W.H.A.L.E.<sup>TM</sup> ?

CoA/V (Council on Auxiliaries/Volunteers) is sponsoring the W.H.A.L.E.<sup>TM</sup> program in the State of Georgia. We ask each Auxiliary to participate as a community project. Your local Auxiliary should appoint a W.H.A.L.E.<sup>TM</sup> chairperson. The W.H.A.L.E.<sup>TM</sup> chairperson and committee would be in charge of distribution of the packets in their area, contacting local police departments, fire departments, EMT personnel and the hospital emergency personnel. They will be responsible for having W.H.A.L.E.<sup>TM</sup> packets given to all parents of children born in their hospital. (The state W.H.A.L.E.<sup>TM</sup> chairman will also be of assistance in contacting state agencies, so feel free to contact the state chairman.)

The total cost is \$20 per packet plus shipping of \$15.00 per 500 packets. Packets are order in increments of 500 only. (See the enclosed order form.)

If you have questions, please contact the state W.H.A.L.E.<sup>TM</sup> chairman.

## How to Estimate How Many Packets Your Auxiliary Will Need.

To estimate the number of packets you will need for six months:

- Find out how many babies on average are born every month at your hospital.
- Multiply that number by 6. Approximate the number of babies for the last 2 years.
- Add that number to the 6 month average.

These stickers are usable year after year so there is no problem in over estimating. Fill out the order form and include your check made payable to Council on Auxiliaries/Volunteers. Upon receipt of your order, it will be filled and mailed to you at the address given. (the packets come uncollated and must be organized and placed in the envelope.

Packets are free to all who wish to participate. Parents or guardians assume full responsibility for the information label and assume full responsibility for removing the label if the safety seat is sold or transferred.



**HEY, I'M JUST A LITTLE PERSON. I DON'T KNOW MY NAME, ADDRESS, PHONE NUMBER OR HOW TO REACH ANY OF MY RELATIVES. PLEASE HELP ASSIST ME BY ADDING WHALE STICKERS TO MY CHILD SAFETY SEAT. IN THE EVENT OF AN ACCIDENT, THE EMERGENCY PERSONNEL WILL HAVE MY NAME AND KNOWLEDGE OF HOW TO REACH SOMEONE WHO REALLY KNOWS MY SPECIAL NEEDS! THANKS AGAIN FOR LOVING AND CARING ABOUT ME.**

**—YOUR LITTLE PERSON**

# **CHILD SAFETY SEAT OCCUPANT IDENTIFICATION PROGRAM**



*We Have A Little Emergency*

**Capital Health System  
Auxiliary at Mercer  
Children's Committee**



The W.H.A.L.E.™ Program is available through the Capital Health System Auxiliary at Mercer

Children's Committee.  
If your organization wishes to sponsor the W.H.A.L.E.™ Program in your community or participate as an individual please call  
(609) 394-4023.

Or write us at  
CHS at Mercer Children's Committee  
446 Bellevue Ave  
P.O. Box 1658  
Trenton, NJ  
08618

We will gladly provide you with prices and any further information.

- Supported by:
- ◊ CHS at Mercer Children's Committee
  - ◊ CHS Auxiliary at Mercer
  - ◊ Mercer County Medical Society Alliance
  - ◊ Upper Makefield Business Association
  - ◊ McCaffrey's Market at Yardley

*While driving to the store with her infant daughter, a young mother lost control of her car and crashed into a tree. The mother was knocked unconscious, while the child appeared to be uninjured. Due to her injuries, the mother could not identify herself or her child. She was also unable to provide vital medical information about her daughter. The child, because of her age, was unable to communicate with rescue personnel. While both victims received the best care possible, the emergency services personnel felt their rescue and treatment could have been more effective and efficient... if they only knew the child's name and pertinent emergency information.*

## ***We Have a Little Emergency***

In 1998, 142 children under the age of 5 were injured in auto accidents in the state of New Jersey. 10 of those children died. Some of those children were not riding in the same vehicle as their parent or guardian. Today, children may ride with a babysitter, grandparent, or other care giver. In the event of a motor vehicle accident that incapacitates the adult, emergency service personnel have no source of information to identify the child or his/her special medical needs. Also, efforts to identify and contact the child's next of kin may be significantly delayed. In some cases, rescue efforts may proceed more smoothly and efficiently if emergency personnel know the name of the child they are treating. This is where the W.H.A.L.E.<sup>TM</sup> Program can make a difference.

## ***What Is the W.H.A.L.E.<sup>TM</sup> Program?***

The W.H.A.L.E.<sup>TM</sup> Program is an identification and information package for child car safety seats created by Connie Day, a care giver from Richmond, VA who wondered what would happen to the children in her care in the event of an automobile accident. The first program of its kind in the United States, W.H.A.L.E.<sup>TM</sup> is currently used in 32 states: It requires the use of four self-adhesive stickers and one information label.

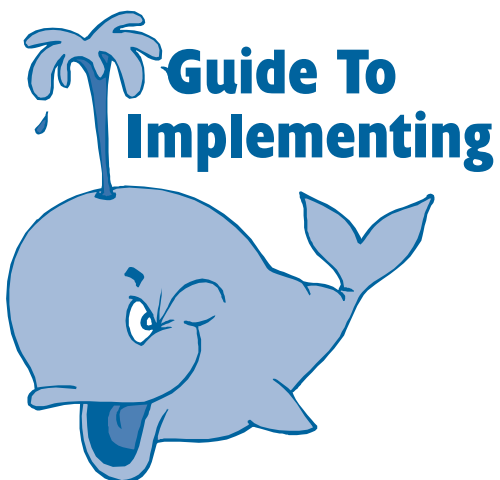
One information label attached to the rear of the car seat provides important information about the child in the seat. Such as name, date of birth, medical history, and who to contact in case of an emergency. If placed on the back of the seat, this label will not be visible from the outside of the vehicle, thus insuring the privacy of these personal facts. Do not use a pen with an ink that will smudge.

Two W.H.A.L.E.<sup>TM</sup> Car Seat Stickers, attached to the sides of the safety seat, and two W.H.A.L.E.<sup>TM</sup> Vehicle Stickers, attached to the rear side windows of the vehicle, depict the W.H.A.L.E.<sup>TM</sup> logo and alert rescuers that the vehicle occupants participate in the program.









**The WHALE™ Program**  
“We Have A Little Emergency”

# Program Flyers

*This section contains  
examples of flyers used  
by the WHALE™ Program.*



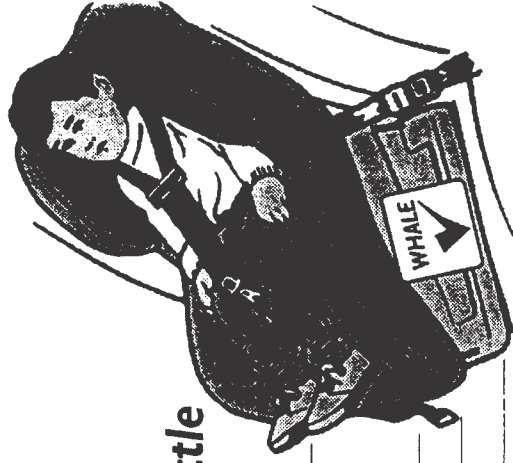
**A CHILD SAFETY SEAT OCCUPANT  
IDENTIFICATION PROGRAM**

# They don't come with instructions, but They can ride with information


Should your child have an accident while wearing a helmet or riding in a car seat, these labels will provide valuable information to whoever provides assistance to your child.



NAME	
PARENT/GUARDIAN NAME	
ADDRESS	
PHONE NUMBERS	
ALLERGIES	



**We Have A Little  
Emergency**

	<b>WHALE™</b>
CHILD'S NAME	
CHILD'S DOB	
PARENT/GUARDIAN NAME	
PHONE NUMBERS	
ALLERGIES	



These programs are available through the **OAK** Auxiliary at Underwood-Memorial Hospital.

Our Mission as Outreach and Advocacy Keepers will be to focus on programs and issues that effect family health and safety.



**If you would like to participate, please call 856-853-2034**

Design services donated by Seabo's studio 856-468-9382

Volunteer Services and  
Swedish Pediatric Specialty Care

SWEDISH

# When Auto Accidents Involve Children, Look for the New W.H.A.L.E.™ Sticker

When children are involved in auto accidents, it's not always easy to identify them – especially if the adults in the vehicle are seriously injured and unable to talk. So the next time you encounter this situation, look for a W.H.A.L.E.™ sticker in the window.



## You'll Find Pertinent Information

The W.H.A.L.E.™ sticker indicates that you'll find an identification tag affixed to the back of the child safety seat. This tag includes the child's name, parents' name, address, phone number, emergency contact, as well as information about allergies or other special medical needs.

## A Growing Program

Swedish Medical Center is introducing this safety-seat identification program to Washington state. Swedish's Volunteer Services is distributing W.H.A.L.E.™ materials to the community through Toys R Us, Babies R Us, Redmond Childcare Referral, Pac-Med Eastside Clinic, various law-enforcement departments, community events and during safety-seat check programs offered by Swedish. Parents who deliver at the medical center or have children being treated at Swedish also are receiving packets.

## Recognized in 34 States

W.H.A.L.E.™, which stands for 'We Have a Little Emergency,' was started in the early 1990s by a child caregiver on the East Coast who wondered what would happen to children in her care in the event of a car accident. The program is now recognized in 34 states, and emergency personnel nationwide say it has helped rescue efforts go more smoothly. Sometimes, just knowing a name can help comfort a frightened child. Knowing whom to contact in an emergency makes it possible to notify parents or the next closest relative right away.

## To Learn More

For more information or to order W.H.A.L.E.™ materials for families in your community, please call Volunteer Services at Swedish Medical Center/First Hill campus at (206) 386-2090.

Parent name: Jane Doe  
Address: 123 Main Street  
City: Seattle State: WA  
Phone\*: (H) (206) 123-4567 (W) (206) 765-4321  
Emergency contact: John Smith  
Phone\*: (H) (206) 555-1234 (W) (206) 567-8901

\*Include area code

Tags produced by Swedish Medical Center. For more information or additional tags, call Swedish/Volunteer Services at (206) 386-2090.



	Date of birth:	<u>July 1, 2000</u>
	Date of photo:	<u>Jan 1, 2001</u>
	Allergies/medical info:	<u>no allergies</u>
	Child's name:	<u>Sally Doe</u>
	M	F



SWEDISH



## The Kiwanis Club of Manassas Presents: Children's' Photo ID Tags

A two-sided identification tag designed to attach to your child's car seat. In an accident, this tag will provide valuable information about your child to rescue personnel. It also has emergency contact information in the event the adult in the vehicle is incapacitated. You can also laminate the tags for older children and put in their back pack, lunch box or bike helmet – any time when they're out and potentially at risk of injury. If they go on field trips with the scouts or other groups, the driver can carry the tags of the children on board for identification.

**The Reason We Do This:** Kiwanis is an International organization that places emphasis on service to youth, especially young children under the age of six. The Kiwanis Club of Manassas has been serving the community for over seventy-five years and in 1997, initiated a program providing identification stickers for children's car seats. The only criticism of these tags was the lack of a picture to provide positive identification. Thus, the photo ID tags were developed.

**How to Get Photo ID Tags:** We conduct a photo session once a month at the Manassas Mall. We use a Polaroid camera that produces a small sticker sized photo similar to the one shown below. The whole process will take only five minutes and you'll walk away with your tags in hand.

**What is the Cost?** We charge a low fee to cover the materials needed to produce the tags. The charge is \$5.00 for the first tag, \$3.00 for the second and \$2.00 per additional tags for the same family. Proceeds from the tags are used to fund our support for the car seat inspection programs.

### What They Look Like:

Parent Name: _____ Address: _____ City: _____ State: _____ Phone: (H) _____ (W) _____ Emergency Contact: _____ Phone: (H) _____ (W) _____ <div style="text-align: center;">   <small>Tags produced by the Kiwanis Club of Manassas For more information or additional tags, contact John Beere, 703-369-6162</small> </div>	<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td rowspan="3" style="text-align: center; vertical-align: middle;"> </td> <td style="padding: 2px;">Date of Birth: _____</td> </tr> <tr> <td style="padding: 2px;">Date of Photo: _____</td> </tr> <tr> <td style="padding: 2px;">Allergies/Medical Info: _____</td> </tr> <tr> <td colspan="2" style="padding: 5px;"> <table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="padding: 2px;">Child's Name: _____</td> <td style="padding: 2px; text-align: center;">M</td> </tr> <tr> <td style="padding: 2px;"></td> <td style="padding: 2px; text-align: center;">F</td> </tr> </table> </td> </tr> </table>		Date of Birth: _____	Date of Photo: _____	Allergies/Medical Info: _____	<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="padding: 2px;">Child's Name: _____</td> <td style="padding: 2px; text-align: center;">M</td> </tr> <tr> <td style="padding: 2px;"></td> <td style="padding: 2px; text-align: center;">F</td> </tr> </table>		Child's Name: _____	M		F
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Child's Name: _____	M										
	F										

Front

Back

(Actual photo is in color)

For information of the Kiwanis Club of Manassas, contact John Beere, 369-6162 or by e-mail at [johnbeere@onebox.com](mailto:johnbeere@onebox.com).

Our schedule for the rest of 2000 for Photo ID tags at the Manassas Mall:

The following Sunday's, from 1:00pm to 4:00pm at the Community Service Booth (near Target):

September 17	October 15	November 19
--------------	------------	-------------

Also, we'll have a booth set up at the Manassas Fall Jubilee on Saturday, October 7<sup>th</sup>.

The following site lists information on Car Seat Safety and Inspections:

<http://childseat.nova.org/> - see the links on the left for "Car Seat Checks" and "Recalls"

In Virginia, you can call the following:

Operation Kids @ 703-280-0559, or

Prince William County (703) 792-4636 message 401



# Want to protect your children? We can identify.



Saturday  
September 29,  
2001

9 a.m. — 1 p.m.

Somerset Medical  
Center Rear Parking Lot

Admission is free.

Presented in  
conjunction with  
National Baby  
Safety Month.

Plan to attend "Child Safety ID Day" where we'll educate children and families about the importance of emergency identification and offer a variety of safety tips.

**Activities will include:**

- ID labels for bike helmets
- ID labels for car seat identification
- Puppet show on child safety
- Bike safety checks
- Car seat inspections
- Child safety ID kits
- Tours of the medical center's mobile intensive care unit (MICU)
- Raffles and giveaways; refreshments

**Co-sponsors for this event are:**

*AT&T Pioneers*

*Central New Jersey Maternal and  
Child Health Consortium*

*Somerset County Prosecutor's Office*

*Somerset Health Care Foundation*

*Somerset Medical Center Auxiliary*

*Somerville Police Department*



**SOMERSET  
MEDICAL CENTER**

110 REHILL AVENUE • SOMERVILLE, NJ 08876-2598  
908.685.2200 • [www.somersetmedicalcenter.com](http://www.somersetmedicalcenter.com)

For more information call 1-908-243-8649  
or visit our Web site at [www.somersetmedicalcenter.com](http://www.somersetmedicalcenter.com).

**W.H.A.L.E.™****INSTRUCTIONS FOR PARENTS OR GUARDIANS****"WE HAVE A LITTLE EMERGENCY"**

The W.H.A.L.E.™ Program is designed to provide instant identification of a child in a car safety seat in the event of an automobile accident. If the driver is injured or unable to communicate with emergency personnel, the W.H.A.L.E.™ stickers will provide rescue or hospital workers information about the child in the car seat, including name, date of birth, medical history and emergency contacts.

In the U.S., 34 states now use the W.H.A.L.E.™ Program and rescue workers are trained to be alert for the identification stickers. Just knowing the child's name can help rescue workers comfort a frightened child. W.H.A.L.E.™ *We Have A Little Emergency*, can make a difference.

**1. Information Label**

- a. Clearly print the appropriate information pertaining to the child.
- b. Use a pen that will not smudge, not a felt tip or roller ball pen.
- c. Place the label on the back of the car seat so it will not be visible from outside the car. This maintains your privacy.
- d. Remember to remove the label if the car seat is sold, given away, or even temporarily used for another child. Parents or guardians assume all responsibility for this label.

**2. Two Car Seat Stickers: Attach these stickers to each side of the car seat.****3. Two vehicle Stickers: Attach these stickers to the rear side windows of the vehicle to alert rescuers that you participate in the W.H.A.L.E.™ Program.**

Somerset Medical Center urges you to drive safely and always use child safety seats appropriately. In case of an accident, we feel the program will assist in caring for children, save valuable time and make a difference. Its success depends on you! Remember to follow the important guidelines above.

Somerset Medical Center is grateful for your interest in this program and hopes that you will join us in encouraging its use in our communities.



**SOMERSET  
MEDICAL CENTER**

110 REHILL AVENUE • SOMERVILLE, NJ 08876-2598  
908.685.2200 • [www.somersetmedicalcenter.com](http://www.somersetmedicalcenter.com)

## ✓ WHALE™ INSTRUCTIONS FOR PARENTS OR GUARDIANS ✓

The WHALE™ Program is a simple and viable way to ensure proper and efficient treatment of your child in the event of an automobile accident. To implement the program, please utilize the enclosed label and four stickers as follows:

### 4X4 Informational Label

- a) Clearly print the appropriate information pertaining to the car seat occupant.
- b) Do not use a pen with ink that will smudge, such as a felt tip or roller ball pen.
- c) Place this label on the back of the car safety seat, so that it will not be visible from outside of the vehicle and your privacy can be maintained.
- d) Remember to remove the label if the care seat is sold, given away, or even temporarily used to hold another child. Parents or guardians assume all responsibility for this label.

### Two Car Seat Stickers

Attach these stickers to each side of the car safety seat.

### Two Vehicle Stickers

Attach these stickers to the rear side windows of your vehicle to alert rescuers that you participate in the WHALE™ Program.

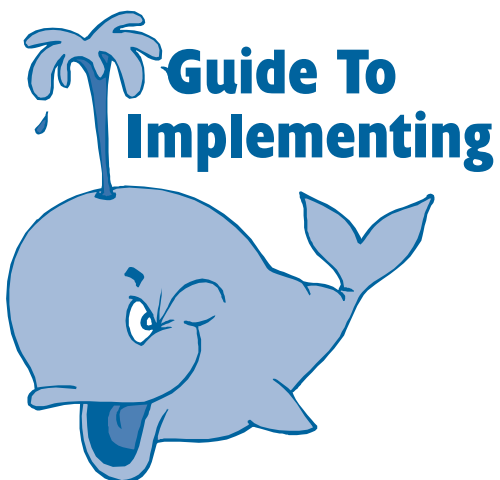
***Remember to remove the label and stickers if you no longer participate in the program or if you lend your car safety seat to another individual.***

The (name of your organization) feels this program will relieve some of the frustration rescuers feel while trying to obtain information about a child in a car safety seat at the scene of an automobile accident. It also saves valuable time when injuries are involved. The WHALE™ Program can make a difference, but its success depends on you! Remember to follow the important guidelines outlined above. We thank you for your interest in this program and hope that you join us in encouraging its use within your community.

For further information, contact: \_\_\_\_\_ (Put in organization contact and phone number)







**The WHALE™ Program**  
“We Have A Little Emergency”

# Packet Cover Letters

*This section examples of  
cover letters used to promote  
the WHALE™ Program.*



**A CHILD SAFETY SEAT OCCUPANT  
IDENTIFICATION PROGRAM**

February, 2001

Dear Community Leader:

The Auxiliary Board in conjunction with the Mobile Intensive Care Unit of Underwood-Memorial Hospital in Woodbury, New Jersey would like to introduce an exciting project that will have great benefit to families with children in our local communities. **WHALE™ We Have A Little Emergency**) is a program designed to give emergency personnel at the scene of an accident identifying information regarding the child riding in a car safety seat. Rescue efforts can be severely hindered at an accident scene if the adult passengers of the vehicle are incapacitated, the adult driver is not the parent of the child (making the adult's personal identification useless in identifying the child) or the child is too young to identify him or herself.

The **WHALE™** program requires the use of one label and four self-adhesive stickers. The 4 by 4 Information Label is attached to the back of the car safety seat, out of normal view. It will provide vital information such as name, address, next of kin and special medical conditions. Four **W.H.A.L.E.™** logo stickers are attached to either side of the car seat and the rear windows of the vehicle in order to alert rescuers that the vehicle occupants participate in the program. We are launching this program in the South Jersey area. (This program is presently in effect in the State of New York, promoted through the NYS Association of Fire Chiefs).

The basic **WHALE™** Program start-up kit includes all the materials necessary to start the program in your area. All you need to do is take it to your local printer. There is space available on the brochure to drop in your organization's name, logo, and address. Also included is a camera ready page for ordering the necessary stickers. We will be happy to provide you with the name and address of the printer we used. If you feel the expense is a limitation to your involvement, we suggest you seek donations from local businesses or community organizations. Please fill out the enclosed questionnaire and return it to the UMH Auxiliary Board when you have implemented the program. This is especially important so we may keep track of community involvement and provide you with additional information as it becomes available.

Thank you for your interest and participation in the **WHALE™** Program. This simple but highly beneficial program will greatly add to the efficiency of a rescue and provide peace of mind to all parents and caregivers of infants and children.

Sincerely,

Kathleen Schultes  
Chairperson, **WHALE™**  
UMH Auxiliary Board

P.S. Please ask us about a new program soon to be introduced to the community. **H.E.L.P.™** is a bike, skateboard, and/or in-line skate Helmet Emergency Labeling Program. Please call 856-853-2034 to receive further information.

Dear Community Member:

The Auxiliary Board in conjunction with the Mobile Intensive Care Unit of Underwood-Memorial Hospital in Woodbury, New Jersey would like to introduce an exciting project that will have great benefit to families with children in our local communities. **WHALE™ We Have A Little Emergency** is a program designed to give emergency personnel at the scene of an accident identifying information regarding the child riding in a car safety seat. Rescue efforts can be severely hindered at an accident scene if the adult passengers of the vehicle are incapacitated, the adult driver is not the parent of the child (making the adult's personal identification useless in identifying the child) or the child is too young to identify him or herself.

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The basic **WHALE™** Program start-up kit includes all the materials necessary to start the program in you area. Additional stickers and brochures are also available free of charge by contacting the UMH Auxiliary Board at 509 North Broad Street Woodbury, NJ 08096 or call the Volunteer Services Department at 856-853-2034. Please fill out the enclosed questionnaire and return it to the Auxiliary board when you have implemented the program. This is especially important so we may keep track of community involvement and provide you with additional information as it becomes available.

Thank you for your interest and participation in the **WHALE™** Program. This simple but highly beneficial program will greatly add to the efficiency of a rescue and provide peace of mind to all parents and caregivers of infants and children.

Sincerely,

Kathleen Schultes  
Chairperson, **WHALE™**  
UMH Auxiliary Board

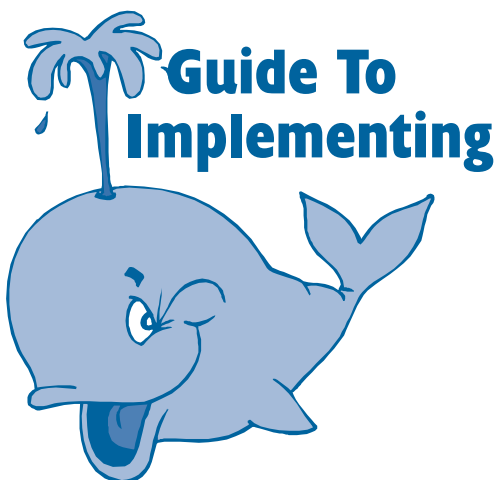
P.S. Please ask us about a new program soon to be introduced to the community. **H.E.L.P.™** is a bike, skateboard, and/or in-line skate **Helmet Emergency Labeling Program**. Please call 856-853-2034 to receive further information.

Enclosed please find a sample of the emergency information sticker that we will be utilizing as well as the stickers for either side of the rear window and car seat. If you require any additional information or would like someone to speak to your group, please contact the Underwood-Memorial Hospital Volunteer Services Department at 856-853-2034.

Thank you for your involvement in the **WHALE™** and **HELP™** Programs. These simple but highly beneficial programs will greatly add to the efficiency of a rescue and provide peace of mind to all parents and caregivers of infants and children.

Sincerely,

Kathleen Schultes  
Chairperson, **WHALE™**  
UMH Auxiliary Board



**The WHALE™ Program**  
“We Have A Little Emergency”

**NEWSLETTERS**

**PUBLIC SERVICE  
ANNOUNCEMENTS**

**NEWS RELEASES**

**PHOTO/INTERVIEW  
AUTHORIZATION**

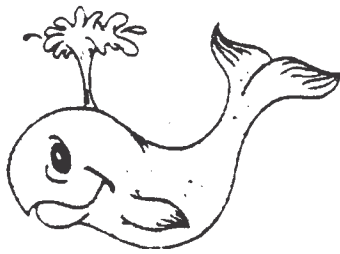
**LETTERS TO  
THE EDITOR**

# Public Relations

*This section contains examples of  
public relation items listed on this page.  
All of these items can be used to  
promote the WHALE™ Program.*



**A CHILD SAFETY SEAT OCCUPANT  
IDENTIFICATION PROGRAM**



September, 2000

# W.H.A.L.E.™ News

## New W.H.A.L.E.™ Chairman

### FUTURE TOPICS:

- Getting police, fire and emts more educated about W.H.A.L.E.™
- Creating a Web site for CoA/V and W.H.A.L.E.™
- Creating a new W.H.A.L.E.™ video
- Articles in publications

Let me introduce myself. My name is Barbara Grevemberg and I am the new W.H.A.L.E.™ Chairman for CoA/V and a past president of Northside Hospital in Atlanta. When Jayne Hendley, CoA/V's immediate past president, brought this program to CoA/V, she asked me to be on her committee and I have served as such for the last two years. Because of Jayne's efforts this program has grown, but there is much work still to be done. This is the first of several newsletters that I hope will provide you with information. But rest assured, I am not the expert on W.H.A.L.E.™ I want input from all of you about your experiences and the methods you use to

make the W.H.A.L.E.™ program visible in your community. I'll share your ideas in this newsletter.



I think we would all like to see this program expand into a nationwide program, identifying all children in car seats. I recently sent information material to the ASDVS conference in Orlando. In the meantime, I have developed a plan that I believe will spread the news about W.H.A.L.E.™ here in Georgia. Let me know your ideas. You can e-mail me at [grev@bellsouth.net](mailto:grev@bellsouth.net) or write to me at 2749 Long Lake Drive, Roswell, GA 30075, or call me at 770-587-1735.

## A PLAN FOR W.H.A.L.E.

An outline of the plan for the W.H.A.L.E.™ program was presented to the Board of Management of Council at their last meeting. I will be covering the entire plan in future newsletters. I do want to take the opportunity in this newsletter to discuss how the information is disseminated in your hospitals and communities. Listed below are some of the ways that the W.H.A.L.E.™ stickers are given out to members of our communities:

- In those hospitals that provide maternity care and delivery of babies, packets are given out in several manners. Here are some of the ones I have heard about. Some hospitals give the information in the admission papers, some in the discharge papers, some at childbirth classes. Quite a bit of discussion has centered around

Child Safety ID Day  
Press Release  
Draft #1 – 8/2/01

**SOMERSET MEDICAL CENTER HOSTS CHILD SAFETY ID DAY  
FOR PARENTS AND CHILDREN ON SEPTEMBER 29**

SOMERVILLE, NJ, August 2, 2001 – Each year, about 325,000 children are injured in car crashes. Nearly 400,000 are seriously hurt in bicycle accidents annually, plus more than 117,000 injuries result from inline or roller skating and skateboarding. And every day in the United States, an estimated 2,100 children are reported missing.

To help parents protect their children and provide crucial information for emergency situations, Somerset Medical Center will host a Child Safety ID Day on **Saturday, September 29 from 9 a.m. to 1 p.m. in the medical center's rear parking lot.** Held as part of National Baby Safety Month, the event is offered free of charge.

"It will be a morning of fun for the whole family and most importantly, it will help save lives," said Cathy McMullen, director of volunteer services at Somerset Medical Center who is coordinating Child Safety ID Day. "We encourage parents throughout Central New Jersey to bring their children and learn important steps they can take to keep their children safe."

Co-sponsors of the event are the AT&T Pioneers, the Somerset County Prosecutor's Office, the Somerville Police Department, the Central New Jersey Maternal and Child Health Consortium and the Somerset Medical Center Auxiliary.

*(Press Release continued on next page)*

Child Safety ID Day activities will include:

- Distribution of free identification labels for safety helmets through the Helmet Emergency Labeling Program (HELP)™ developed by the New Jersey Hospital Association Council on Auxiliaries. One label can be placed on the inside of a child's helmet for biking, skate boarding or roller blading noting the child's name, parents' names, doctor's name and any important information about the child's medical history. The other label is placed on the outside of the helmet to alert emergency workers to look inside the helmet for the identification label.
- Distribution of free identification stickers for car seats as part of the "We Have a Little Emergency" (W.H.A.L.E.)™ program offered in conjunction with the AT&T Pioneers. These identify children who may be involved in an accident but who are not the children of the driver. One sticker is placed on the back of the car seat with the child's identification and emergency contact information. The other four stickers are placed on the rear car windows and each side of the car seat to alert emergency workers that identification information is located on the back of the seat.
- Fingerprinting of children by the Somerset County Prosecutor's Office. Parents can keep a copy of their child's fingerprints to help assist police in locating the child in the event he or she is missing.
- Bike safety checks by the Somerville Police Department. Parents are encouraged to bring their children with their bicycles to make sure their bicycles are the appropriate size and type.

*(Press Release continued on next page)*

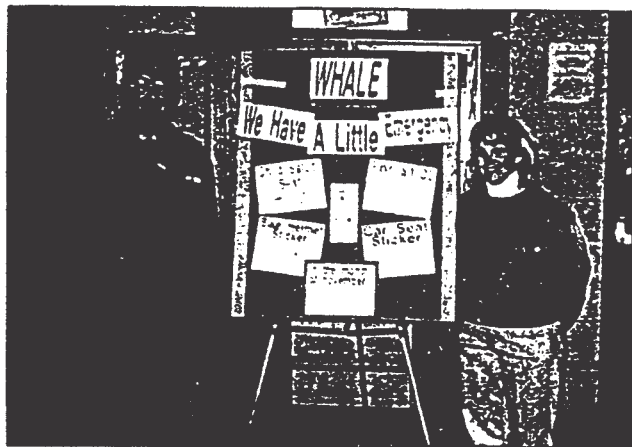


- Car seat inspections by the Somerset County Prosecutor's Office to ensure they are properly installed. According to the American Automobile Association (AAA), 4 out of 5 car seats are installed incorrectly or not used properly.
- Tours of Somerset Medical Center's Mobile Intensive Care Unit (MICU) to help parents and children familiarize themselves with emergency medical procedures and equipment.

In addition, there will be giveaways and raffles of bike helmets and car seats.

For more information about Child Safety ID Day, call Cathy McMullen at (908) 243-8649.

## WHALE™ Child Car Safety Seat Program Update



*above: Harold Smith and Marianne Kelly introduced the WHALE Program to the employees of the Daimler Chrysler Corp. New Process Gear Plant in Syracuse, N.Y.*



The WHALE™ Child Car Safety Seat Occupant Identification Program was recently offered to 4,000 employees of the New Process Gear Plant of the Daimler Chrysler Corp. in Syracuse, N.Y.

The WHALE™ Program provides rescue personnel with important information about children riding in car seats who are involved in automobile accidents. Should the driver be incapacitated, the WHALE™ Program helps rescuers by providing the child's name, address, special medical conditions, and the name of who to contact in the event of an emergency.

NYSAFC Onondaga County Regional Representative and Conference Committee member Harold Smith, employed at the plant, introduced the program to the company's Wellness Center. Through the efforts of Marianne Kelly of the Wellness Center and Chief Smith, who coordinated an educational presentation and display, the highly beneficial program was introduced to numerous families in the greater Onondaga County area.

If your department or organization would like a WHALE™ Start-Up Kit, which can be used to implement the program in your community, submit a request in writing to New York State Association of Fire Chiefs at 1670 Columbia Turnpike, P.O. Box 328, East Schodack, NY 12063-0328. Requests may also be faxed to the NYSAFC office at (518) 477-4430.

WINTER 2000



## PUBLIC EDUCATION COMMITTEE REPORT

by Deputy Coordinator R. Scott Ewing  
NYSAFC Public Education Committee

### NYSAFC Continues Child Vehicle Safety Endeavors

The New York State Association of Fire Chiefs has introduced two programs to the New York State emergency services to ensure the safety of children in car seats - WHALE and "Buckle Up For Kids." The WHALE Program assists police, firefighters, and EMS personnel in obtaining vital information about a child within the safety seat. WHALE "We Have A Little Emergency" was developed by Connie Day, a caregiver, who was concerned about the children under her care should they be involved in an automobile accident. If the driver is incapacitated, how could a child, too young to speak, provide

basic information to police, fire, and EMS personnel? The WHALE Program addresses this issue. The program consists of a sticker, filled out by parents, that is affixed to the back of the seat. The label includes biographical information, as well as any medical needs of this child. To notify police, firefighters, and EMS personnel to look at the back of the car seat, there are decals that affix

to the windows of the back door of the car and to the sides of the seat. Fire departments all over New York state have been introducing WHALE into their communities. With so many interested in providing safety for their children, NYSAFC began training the Association Public Education Committee members in the proper installation of safety seats. In 1998, the Public Education Committee members were trained at the participant and technician levels.

"Buckle Up For Kids" - Child Passenger Trauma Prevention began from a collaborative effort of the

National Highway Traffic Safety Administration and the United States Fire Administration with the American Academy of Pediatrics. This training program was developed to encourage police, fire, and EMS organizations to be involved with the community to prevent child passenger deaths and injuries. The key to preventing trauma and trauma related deaths in children is the correct installation of child safety seats.

"Buckle Up For Kids" offers two levels of training, technician and participant. The technician course is an in-depth 4-day course where individuals learn install-

ment and mechanics of child safety seats and vehicles. These individuals are trained to inspect the seats at checkpoints to ensure that they are properly installed. The participant level is a 2-day course and trains individuals in the installation of seats. This level allows individuals to work side by side with the technicians at local checkpoints. Presently, four out of five child seats are installed

improperly. This statistic shows the vital need of this program in our communities.

Since WHALE was introduced by NYSAFC to fire departments and EMS organizations, it was successful in bringing back information to the public. NYSAFC and the Public Education Committee hope that with the success of WHALE, the "Buckle Up For Kids" Program will be equally successful and will improve the number of child safety seats properly installed.

For more information on car seat safety, contact the NYSAFC office at (800) 676-FIRE.



# Living & Leis

## Child Seat ID Cards Help In Emergencies

By JENNIFER  
CONKLING-DONOVAN  
Living & Leisure Editor

A little sticker can make a big difference in saving the lives of children.

According to Irene Carman of Cortland Memorial Hospital Aid, there are stickers that parents can put with their children's car seats that identify the child in case of a car accident.

"This helps emergency personnel work better," she said from her home on Monday. If the parent or guardian was involved in the accident and is incapacitated and can not provide rescuers with information about the child, emergency personnel may not be able to identify the injured child or have a source of information to identify the child's special medical needs, she said.

WHALE, or "We Have A Little Emergency," as the sticker program is known, gives not only the child's name and address, but the parent's name, phone number and medical information.

"And this can be tucked away in the seat so it is not seen by people passing by the vehicle and peering in," she said.

Several stickers accompany the card, two for the window of the vehicle and two for the outer edge of the car seat. These signal to emergency personnel to look for the identification card inside.

"And we suggest not sticking it to the car seat. We know that sometimes parents swap car seats with children, and if there's an accident and the wrong child is with the seat and the ID card, it could cause more problems," Carman said.

She suggested that the information label, as well as a current picture of the child is placed in a clear, plastic bag or pocket which is attached to the rear of the car seat.

Not only will it help rescue efforts go more smoothly and efficiently, it can help personnel



Bob Ellis/staff photos

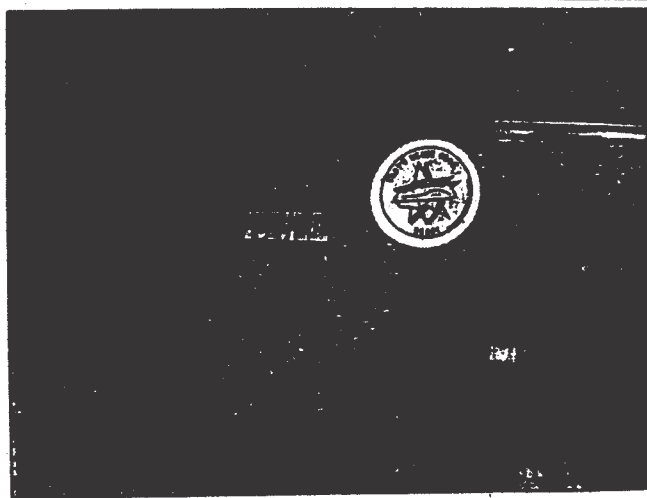
Tara Wilhoit straps her 21-month-old daughter, Sierra, into her car seat. At right, a sticker on the side of Alex Carman's bike helmet says "That's Using Your Head" alerts police or medical personnel of the identification sticker of the person inside the helmet and who to call in case of emergency.

calm a frightened child better by knowing his or her name, she said.

She added that the New York State Association of Fire Chiefs has Cortland County registered as a participant in the WHALE program. Cortland Fire Chief Denis Baron has notified all emergency agencies in the county of WHALE. He and his department can be called for more information on how to obtain the labels for car seats. For information, call 756-5612.

A similar program, "That's Using Your Head," also uses the identification label, this time on helmets that children use for biking, skateboarding and roller blading. Again, on the outside, a sticker signals to medical staff that information is inside the helmet. Stuck inside is the same type of information, a child's name and address, allergies, etc.

Half the battle, Carman said,



is education. There are many people who still do not comply with the car seat or bike helmet laws. She said in 1994, more than 5,100 child age 4 and younger were injured in automobile accidents and 17 of those were fatalities. Some of those children were not in a vehicle with their parents or guardians.

She said the stickers have been given out to health agencies and representatives have been at community events with information on these programs. CMH Aid helps distribute the

pamphlets with stickers county-wide. Healthcare Association of New York State encouraged hospital volunteer organizations to reach out beyond the four walls of the hospital and into the community to advocate for the children, she said. CMH Aid is a volunteer organization at the hospital that serves maternity, nursery and pediatrics.

CMH Aid and the local Kiwanis Club are funding the program. Kiwanis is a civic organization that provides services through charitable acts.



# These car stickers may save a kid's life

Plan will help rescuers aid young victims

By DAVID FALCHEK  
Finger Lakes Times

GENEVA — The smallest victims of auto accidents are often the least likely to have available medical information for emergency personnel.

Until WHALE, an acronym for We Have A Little Emergency.

The WHALE sticker on vehicle windows and the sides of car seats tips off emergency personnel to an information sticker mounted on the back of a child's car seat.

In situations where parents or guardians are dead or unconscious after an accident, WHALE immediately gives firefighters, police and paramedics the child's name, medical conditions, and ways to contact the child's next-of-kin and doctor.

The Geneva General Hospital Auxiliary and the Geneva Fire Department have joined forces to promote the WHALE program at the 1997 Applefest community health fair, to be held from 9 a.m. to 2 p.m. Saturday at Geneva High School.

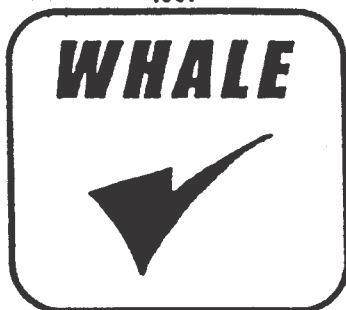
The New York State Association of Fire Chiefs has given its blessing to the WHALE program and distributed information to all fire chiefs in the state.

The program's simplicity and effectiveness struck Geneva Fire Chief Ralph DeBolt, who has scheduled presentations at school and community groups to make WHALE stickers a fixture in vehicles with children.

Mark Tornstrom, paramedic supervisor with Finger Lakes Ambulance in Clifton Springs, which will also be at Applefest, said "everybody's talking about WHALE."

"The WHALE program needs to be strongly endorsed so everyone knows about it," Tornstrom said. "It allows us to do our job more efficiently and effectively."

MAY 7 1997



In situations where paramedics and emergency medical technicians don't have next-of-kin consent, they treat on implied consent, Tornstrom said. When they don't have accurate medical history, they go ahead and treat the patient, but keep antidotes handy in case of a reaction.

With WHALE information, lifesavers can contact the child's doctor and relatives immediately for instant medical information.

DeBolt noted just being able to call a child by name can have a calming effect.

"It shows you're a friend and you care," he said. "Psychologically, it has a better effect on the child than using general terms."

WHALE packets and stickers will be available at the Geneva Fire Department's booth at Applefest. In the future, they will be available at the Geneva General Community Health Resource Center and through the Geneva Fire Department. Geneva General is also distributing WHALE packets to all new parents in the maternity ward.

DeBolt cautioned the car seat sticker should contain only the information about the child who uses that seat. If there is a chance more than one child uses the seat, DeBolt recommends a plastic envelope be stuck to it and the information interchanged. That way, parents, grandparents or guardians who may transport a number of children can make sure information corresponds to the child in the seat.

"Otherwise, the information backfires," DeBolt said. "This program is only as good as the person who uses it."

The Geneva Fire Department will be one of more than 90 community and medical organizations at the health fair.

Participants may choose from a battery of free health tests and opt to have results sent to their physicians. Available screenings, and tests include cholesterol/glucose, blood pressure, podiatry, vision and glaucoma, body fat, hearing and oral cancer.

Also new this year, some of the above tests will be combined with a detailed questionnaire about lifestyles and medical history for a health risk assessment profile.

Geneva General has contracted with a Oregon company to compile the information and in three weeks mail the profile to the person's home.

Ontario County Community Health Services will be on hand to provide free immunizations for children and adults who provide records of past immunizations. Kids may also make crafts at a booth sponsored by the Geneva General Child Care Center.

In its five years, the health fair has burgeoned from an in-house hospital event to a community health fair.

As in past years, the event is free and open to the public, however organizers will collect canned goods for the local food pantry at the door.

Organizer Diane Ewing, the hospital's vice president of public affairs, is pleased by the ever-growing list of participants.

"We don't have to go and knock on doors or beg or ask," she said. "These people and organizations have this on their calendar."

Over the years, Ewing said Applefest offerings have become more comprehensive, so there now is something for everyone.

The Geneva Regional Health System sponsors the event, with financial help from corporate and business donors. Ewing, who expects about 2,000 people Saturday, said the hospital sees the health fair as part of its mission.

"We have to be a health educator," Ewing said. "The fair is part of our outreach to give people an accessible way to learn about important health and safety issues."

**WHALE™ Program***"We Have A Little Emergency"***Photo/Interview Authorization Form**

In order to document the WHALE™ Program for educational and informational

purposes at: \_\_\_\_\_,  
*Name of Institution*

the undersigned hereby authorizes \_\_\_\_\_,  
*Name of Institution*

its agents, and/or employees to photograph, videotape, or interview me concerning the WHALE™ Program.

I, \_\_\_\_\_, hereby give permission  
*Name of Parent/Guardian*

for my child, \_\_\_\_\_, to be photographed and/or interviewed by a representative of the media and to be identified by name in any photograph or publication considered appropriate for release to the public.

I understand that the photograph or videotape is being taken with my consent and understand that \_\_\_\_\_ shall in  
*Name of Institution*

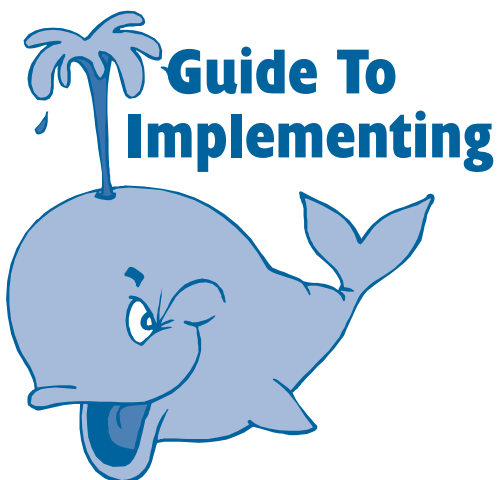
no way be held responsible, and is hereby released from all liability with respect to the taking of said photograph(s) and their subsequent use.

NAME: \_\_\_\_\_ DATE: \_\_\_\_\_  
*Signature of Parent/Guardian*

ADDRESS: \_\_\_\_\_ PHONE: \_\_\_\_\_

CITY: \_\_\_\_\_ STATE: \_\_\_\_\_ ZIP: \_\_\_\_\_

WITNESS: \_\_\_\_\_ DATE: \_\_\_\_\_



**The WHALE™ Program**  
“We Have A Little Emergency”

# Seeking Financial Support

*This section contains examples of letters used to approach local organizations and/or businesses for financial support for the WHALE™ Program.*



**A CHILD SAFETY SEAT OCCUPANT  
IDENTIFICATION PROGRAM**



Fall, 2000

Dear Friend:

The Auxiliary Board in conjunction with the Mobile Intensive Care Unit of Underwood-Memorial Hospital in Woodbury, New Jersey would like to introduce two exciting projects that will have great benefit to families with children in our local communities. The first program is **WHALE™ (We Have A Little Emergency)** which has been designed to give emergency personnel at the scene of an accident identifying information regarding the child riding in a car safety seat. Rescue efforts can be severely hindered at an accident scene if the adult passengers of the vehicle are incapacitated, the adult driver is not the parent of the child (making the adult's personal identification useless in identifying the child) or the child is too young to identify him or herself.

The **WHALE™** program requires the use of one label and four self-adhesive stickers. The 4 by 4 Information Label is attached to the back of the car safety seat, out of normal view. It will provide vital information such as name, address, next of kin and special medical conditions. Four **W.H.A.L.E.™** logo stickers are attached to either side of the car seat and the rear windows of the vehicle in order to alert rescuers that the vehicle occupants participate in the program. We are launching this program in the South Jersey area. (This program is presently in effect in the State of New York, promoted through the NYS Association of Fire Chiefs).

**H.E.L.P.™ (Helmet Emergency Labeling Program)** is a program being used to provide an identification label that is placed inside the helmets worn by children while bicycling, in-line skating and skate boarding. (What child ever carries identifying information with him/her when leaving the home!) These labels have the necessary emergency information that is so important in case of an accident. The outside of the helmet will have a sticker identifying the user as being involved in the program. This program was developed by the New Jersey Hospital Association's Council on Auxiliaries.

One of the missions of the Auxiliary Board is to promote outreach programs that would be of great benefit to the community. It is the goal of the our organization to provide all the necessary information and stickers for these two programs at no expense to individual community members. **But we need your help!** Monetary support from local businesses and civic organizations, as well as individuals, will ensure the ongoing success of these new projects. If you would be interested in supporting these projects please use the enclosed envelope for your contribution. One local business has already donated a large portion of the printing costs. Sears at the Deptford Mall has helped us launch the program into the community. We would be pleased to speak to your organization about how they can become involved. If additional information is desired, you may call the UMH Volunteer Services Department at 856-853-2034.

Thank you for your interest in the **WHALE** and **HELP** Programs. I hope we can count on your generous support. These simple but highly beneficial programs will greatly add to the efficiency of a rescue and provide peace of mind to all parents and caregivers of infants and children.

Sincerely,

Kathleen Schultes  
Chairperson, **WHALE**  
UMH Auxiliary Board

Dear Friend:

The OAK Auxiliary in conjunction with the Mobile Intensive Care Unit of Underwood-Memorial Hospital in Woodbury, New Jersey would like to introduce two exciting projects that will have great benefit to families with children in our local communities. The first program is **WHALE™** (**We Have A Little Emergency**) which has been designed to give emergency personnel at the scene of an accident identifying information regarding the child riding in a car safety seat. Rescue efforts can be severely hindered at an accident scene if the adult passengers of the vehicle are incapacitated, the adult driver is not the parent of the child (making the adult's personal identification useless in identifying the child) or the child is too young to identify him or herself.

The **WHALE™** program requires the use of one label and four self-adhesive stickers. The 4 by 4 Information Label is attached to the back of the car safety seat, out of normal view. It will provide vital information such as name, address, next of kin and special medical conditions. Four **WHALE™** logo stickers are attached to either side of the car seat and the rear windows of the vehicle in order to alert rescuers that the vehicle occupants participate in the program. We are launching this program in the South Jersey area. (This program is presently in effect in the State of New York, promoted through the NYS Association of Fire Chiefs).

**H.E.L.P.™** (**Helmet Emergency Labeling Program**) is a program being used to provide an identification label that is placed inside the helmets worn by children while bicycling, in-line skating and skate boarding. (What child ever carries identifying information with him/her when leaving the home!) These labels have the necessary emergency information that is so important in case of an accident. The outside of the helmet will have a sticker identifying the user as being involved in the program. This program was developed by the New Jersey Hospital Association's Council on Auxiliaries.

One of the missions of the OAK Auxiliary is to promote outreach programs that would be of great benefit to the community. It is the goal of our organization to provide all the necessary information and stickers for these two programs at no expense to individual community members. **But we need your help!** Monetary support from local businesses and civic organizations, as well as individuals, will ensure the ongoing success of these new projects. For as little as \$65.00 you will enable us to distribute 500 **HELP** labels. \$140.00 will provide 500 **WHALE** packets that include 5 stickers and a

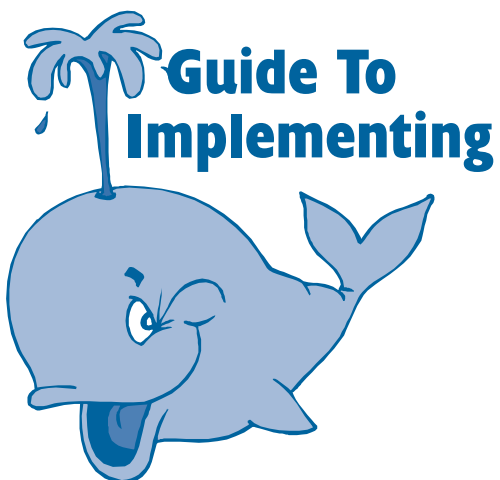
*(Letter continued on next page)*

brochure. If you would be interested in supporting these projects please use the enclosed envelope for your contribution. One local business has already donated a large portion of the printing costs. Sears at the Deptford Mall has helped us launch the program into the community. We would be pleased to speak to your organization about how they can become involved. If additional information is desired, you may call the UMH Volunteer Services Department at 856-853-2034.

Thank you for your interest in the **WHALE™** and **HELP™** Programs. I hope we can count on your generous support. These simple but highly beneficial programs will greatly add to the efficiency of a rescue and provide peace of mind to all parents and caregivers of infants and children.

Sincerely,

Kim Capri  
President, OAK Auxiliary



## **The WHALE™ Program**

**“We Have A Little Emergency”**

# Web Sites

*This section contains:*

- 1) examples of WHALE™ information posted on web sites to promote the program*
- 2) web sites that may be of assistance in implenting the WHALE™ Program.*



**A CHILD SAFETY SEAT OCCUPANT  
IDENTIFICATION PROGRAM**



Having a baby?



GET A PHYSICIAN



Select a Specialty



• GUIDE TO SERVICES



Select a Service



**CURRENTLY@SWEDISH**

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**PATIENT & VISITORS GUIDE**

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**HEALTH RESOURCES**

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**HEALTH PLANS**

**ABOUT SWEDISH**

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[mission](#)  
[overview](#)  
[employment](#)  
[volunteer](#)  
[maps and directions](#)  
[phone directory](#)

**SWEDISH/PROVIDENCE**

[Providence Campus](#)  
[Medical Group](#)

**MEDICAL PROFESSIONALS**

[CME](#)  
[Residency Programs](#)

**HEALTH EZINES**

[Healthy Man](#)  
[Healthy Woman](#)  
[Healthy Sexuality](#)  
[Healthy Parenting](#)  
[Healthy Mind](#)  
[Healthy Athlete](#)  
[Healthy Eating](#)  
[Healthy Traveler](#)  
[Alternative Health](#)  
[Healthy After 50](#)

## Guide to Services

WHALE™ Car Safety Seat Occupant ID Program

(206) 386-2090



**"We Have A Little Emergency"**  
"Hey, I'm just a little person. I don't know my name, address, phone number or how to reach my relatives. Please help me by adding **WHALE™** stickers to my child safety seat. In the

event of an accident, emergency personnel will know who I am and how to contact someone who really knows my special needs. Thanks for loving and caring about me." — Your little person

Every year, many children under age four are involved in automobile accidents. These accidents happen when children ride with parents, as well as with others, such as grandparents, neighbors and babysitters.

But if the adult in the vehicle is seriously injured and unable to talk, emergency personnel have no easy way of identifying the child or his/her special needs — vital information that can help rescue efforts go more smoothly.

Sometimes, just knowing the child's name can help rescue workers comfort a frightened child, while knowing who to contact in an emergency allows them to notify parents or the next closest relative right away.

That's when WHALE™ — "We Have A Little Emergency" — can make a difference.



**The WHALE™ Program**  
WHALE™ is an identification program that started in the early 1990s by a child caregiver on the East Coast who wondered what would happen to the children in her care in the event of a car

SEARCH



**Gift Shop**

Shop online for flowers & gifts.

**ASK DR. AUER**

by  
Nancy Auer, M.D.

**Web Nursery**

See the latest additions!

**Cancer Resource Center**

Visit our online cancer community.

**Virtual Tour**

Take a virtual tour of Swedish facilities.

**Health eMinder™**

Get personalized health reminders.

**Check Your Health**

Free, online health-risk assessment.

**bookstore**

Shop online for recommended books.

**SITE SPECS**

**SITE MAP**

<http://www.swedish.org/guide/result.asp?Guide+Results>

11/30/01

(Web site continued on next page)



accident. The program is now recognized and used by emergency personnel in 34 states.

It's easy to participate in the program. All you need to do is call Swedish Medical Center/First Hill Volunteer Services at **(206) 386-2090** and request a free WHALE™ kit. Once you receive the kit, complete the enclosed information label and place the enclosed self-adhesive stickers on your car window and child safety seat.

Each kit contains information on the program and instructions, plus:

*One information label and holder.* Fill in all pertinent information on this label (child's name, date of birth, medical history and emergency contacts), and affix the child's photo to the label. To ensure privacy of these personal facts, place the label in the holder and fasten it to the back of the safety seat where it will not be visible from outside of the vehicle.

*Two WHALE™ safety seat stickers.* These stickers include the WHALE logo and should be attached to the sides of the safety seat so they are easily seen.

*Two WHALE™ vehicle window stickers.* These stickers include the WHALE logo and should be attached to the inside of the rear side windows of the vehicle. This lets rescuers know that the occupants participate in WHALE and that they can find important information on the back of the child safety seat.

A few things to keep in mind:

- It's a good idea to pass on WHALE™ information and materials to others who routinely drive your child.
- Remember to note corrections on the information sticker as details change, and update the child's picture.
- Remove the information label from the seat if you sell or give the seat away.

For more information and to receive a free WHALE™ kit, contact Swedish/First Hill Volunteer Services at **(206) 386-2090**.



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**SOMERSET MEDICAL CENTER**

News! Site Index Search

The Baby Suites Regional Heart Center Cancer Center Orthopedic Institute Eating Disorders

About Us  
Our Services  
Physician Directory  
Patient Information  
Somerset Family Practice  
Calendar of Events  
Careers & Volunteering  
Foundation  
Gift Gallery  
Contact Us

## Free Car Seat and Helmet Labels

Somerset Medical Center is pleased to offer two free child identification programs:

**WHALE™ (We Have a Little Emergency)**  
This program is designed to provide instant identification of a child in a car safety seat in the event of an automobile accident. Parents fill in the child's name, address, medical information and emergency contacts on the label and affix it to the back of the car seat. Stickers are also placed on the side windows of vehicle to alert emergency personnel that the child in the car seat can be identified.

The medical center is grateful to the AT&T Pioneers for financial support for this program.

**HELP™ (Helmet Emergency Labeling Program)**  
In this bicycle helmet labeling program, a sticker is placed on the outside of the helmet to alert medical personnel in the event of an emergency that an identification sticker can be found inside the helmet. The Somerset Medical Center Auxiliary has generously provided funding to support this program.

Both types of labels are available at no charge and can be offered in quantities to schools and community organizations. To request labels, please call 908-685-2952.





# National Highway Traffic Safety Administration

## United States Department of Transportation

Search



[Hot At NHTSA](#)

[Crash Tests](#)

[Site Map](#)

[Recalls](#)

[Buying A Safer Car](#)

[Database Search Central](#)

[Impaired Driving](#)

### Popular Information

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[Auto Safety Hotline](#)  
[Calendar](#)  
[Career Opportunities](#)  
[Child Passenger Safety](#)  
[Child Seat Inspections](#)  
[Complaint Form](#)  
[Crash Statistics](#)  
[Crash Tests](#)  
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### Traffic Safety / Occupant Issues

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### Welcome To NHTSA

[Announcements](#)  
[What's NHTSA Doing?](#)  
[DOT Auto Safety Hotline](#)  
[Regional Offices](#)

### NEWS

2001 Highway Fatality Statistics; Deaths Among Children Down to Lowest in History - Press Release

NHTSA Publishes List of June 2002 Recalls - Press Release

Associate Administrator for Injury Control Operations and Resources, ES-0340 - Job Announcement

NHTSA Seeks Public Comment on Priority Plan For Vehicle Safety Rulemaking - Press Release

Odometer Fraud is Pervasive, Costly to American Consumers, NHTSA Research Study Concludes - Press Release

NHTSA Issues "Early Warning" Reporting Regulations - Press Release

New Rollover Ratings, Crash Test Results For Model Years 2002, 2003 - Press Release

[More press releases...](#)



**DOT Auto Safety Hotline**



## Child Passenger Safety

[Child Safety Seat Recalls Search](#)
[Fitting/Inspection Stations](#)
[Technician Contact Locator](#)

### Select a Child Passenger topic for more information.

Site Search

GO

### Proper Child Safety Seat Use Chart

Buckle Everyone. Children Age 12 and Under in Back!

	INFANTS	TODDLER	YOUNG CHILDREN
<b>WEIGHT</b>	Birth to 1 year at least 20-22 lbs.	Over 1 year and Over 20 lbs.-40 lbs.	Over 40 lbs. Ages 4-8, unless 4'9".
<b>TYPE of SEAT</b>	Infant only or rear-facing convertible	Convertible / Forward-facing	Belt positioning booster seat
<b>SEAT POSITION</b>	Rear-facing only	Forward-facing	Forward-facing
<b>ALWAYS MAKE SURE:</b>	Children to one year and at least 20 lbs. in rear-facing seats  Harness straps at or below shoulder level	Harness straps should be at or above shoulders  Most seats require top slot for forward-facing	Belt positioning booster seats must be used with both lap and shoulder belt.  Make sure the lap belt fits low and tight across the lap/upper thigh area and the shoulder belt fits snug crossing the chest and shoulder to avoid abdominal injuries
<b>WARNING</b>	All children age 12 and under should ride in the back seat	All children age 12 and under should ride in the back seat	All children age 12 and under should ride in the back seat



This site provides new child restraint features; new and Child Safe features; proper installing and use safety restraint



● Corazón de mi Vida Kit

● News from  
● 4 Steps  
● How to solve problems you have installing child car

[Are You Using It Right](#)
[Child Passenger Safety Laws](#)
[One Minute Safety Seat Checklist](#)
[Types of Child Safety Seats](#)
[Child Safety Seat Dictionary](#)
[Child Safety Seat Registration Form](#)
[Child Safety Seat Recalls](#)
[NHTSA Regional Offices](#)
[Compliance Testing](#)
[Child Passenger Safety Training Programs](#)
[Air Bag On/Off Switch Installer Locator](#)
[Reporting Problems with Car Child Safety Seat](#)
[Guide to Community Preventive Services](#)
[Sálvele la Vida a su Bebé \(in spanish\)](#)


Child Seat Help  
Fitting/Inspection  
Stations  
Technician  
Contact Locator





## Child Safety Seat Inspection Station Locator

**Provide Us Your Feedback On The Nhtsa's Child Safety Seat Inspection Locator**

Find information about [Selecting](#), [Installing](#), and [Using](#) child safety seats.

Search by State	Search by Zip Code
<p>Please select a State:</p> <div> <input type="text"/> <input type="button" value="v"/> </div> <p>to help narrow the search.</p> <p><input type="button" value="Look Up Inspection Stations"/></p>	<p>Please enter a ZIP Code: <input type="text"/></p> <p>to help narrow the search.</p> <p><input type="button" value="Look Up Inspection Stations"/></p>

### ● [Child Passenger Safety Information](#)



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[Send mail to the Child Passenger Safety Office](#)





## Child Passenger Safety Contact Locator

Search by State	Search by Zip Code
Please select a State: <input type="text"/> to help narrow the search.	Please enter a ZIP Code: <input type="text"/> to help narrow the search.
<input type="button" value="Look Up Contacts"/>	<input type="button" value="Look Up Contacts"/>

● If you have completed the NHTSA Standardized Child Passenger Safety Training Program, have been certified by AAA, and wish to be included on this contact list, print, complete, and sign the following waiver. Return completed waivers and send any changes to information on this list to:

Bill Wen  
 AAA  
 1000 AAA Drive Mail Stop 76  
 Heathrow, FL 32746  
 fax: 407-444-7956  
[wwen@national.aaa.com](mailto:wwen@national.aaa.com)

[Click here to view and print the waiver.](#)



[Home](#) | [General Info](#) | [Cars](#) | [People](#) | [Hot](#) | [New](#) | [Site Map](#) | [Search](#) | [Tools](#)

[Send mail to the Child Passenger Safety Office](#)



**The WHALE™ Program**  
“We Have A Little Emergency”

# WHALE™

## Materials

*This section describes the components of the WHALE™ Program materials.*



**A CHILD SAFETY SEAT OCCUPANT  
IDENTIFICATION PROGRAM**

### WHALE™ MATERIALS

To help you implement the WHALE™ program, this Implementation Guide includes three items:

1. “Guide to Implementing the WHALE™ Program” manual.
2. Sample WHALE™ kit.
3. WHALE™ CD-ROM, containing master copies and artwork for WHALE™ kit components.

Each WHALE™ kit includes the following components:

1. Business envelope - featuring the WHALE™ logo, to hold the components of the WHALE™ kit. Can also be used to mail WHALE™ kits.
2. An Identification Card - containing a space for a photograph of the child, and important information about the child in the safety seat, such as the child’s name, date of birth, pertinent medical information, and whom to contact in an emergency.
3. Two WHALE™ Stickers - featuring the WHALE™ logo, to be attached to each side of the child safety seat.
4. Two WHALE™ Stickers - featuring the WHALE™ logo, to be attached to the lower rear corner of the vehicle’s windows.

The kits do not contain two items:

1. Plastic Identification Card Holder - a plastic sleeve, which has adhesive backing. This holder is attached to child safety seat, and contains the Identification Card. This can be obtained from retailers of regular office supplies.
2. Photographs - Most WHALE™ programs have used some form of automatic photograph system, to affix the child’s photo to the identification card, such as Polaroid’s I-Zone. These are available through most retailers that supply photographic equipment.

The WHALE™ CD-ROM, contains master copies and artwork to print the WHALE™ kit components, including the business envelope, the identification card, and both stickers. Your organization’s logo can be added to any printed materials, if you wish to do so.

The “Guide to Implementing the WHALE™ Program” is available through the National Highway Traffic Safety Administration (NHTSA). Orders can be faxed to (301) 386-2194. They are free of charge, and available in limited quantities.









**DOT HS 809 517**  
**June 2003**